AUGUST 8, 1955 35c PER COPY

BROADCASTING TELECASTING

B•T EXCLUSIVE
CIRCULATION:
MADISON AVE'S GOAL
WHAT THE ADMEN TOLD
FCC COMR. LEE
Pages 35-42

W-I-T-H reaches 74%

of all Baltimore homes every week!

That's penetration for you! As the Cumulative Pulse Audience Survey shows, just about three-quarters of all the homes in Baltimore are reached weekly by W-I-T-H.

At W-I-T-H's low, low rates, W-I-T-H delivers listeners at the lowest cost-per-thousand of any advertising medium in Baltimore. Just get your Forjoe man to tell you the whole W-I-T-H story!

IN BALTIMORE THE BIG BUY IS

W-I-T-H

Tom Tinsley, President — R. C. Embry, Vice-President

Represented by Forjoe & Co.

Let Louise Morgan
tell your story to
New England women
in her own special way

Louise Morgan's

"DEAR HOMEMAKER"

BOSTON'S SALES BUILDING DAYTIME TV PROGRAM

1:00 to 1:30 P.M. Monday thru Friday

She can put your story across in a lively and varied format of:

NEWS and WEATHER — FOODS and SHOPPING

INTERVIEWS with TOP RANKING PERSONALITIES

FASHIONS — STOCK QUOTATIONS — SPORTS

DECORATING — WOMEN'S CLUB ACTIVITIES

WNAC-TV

BOSTON
Channel 7
316,000 Watts

Ask your H-R man about "Dear Homemaker" participations and other choice availabilities on Channel 7

or CALL COmmonwealth 6-0800 — or write to 21 Brookline Avenue, Boston 15, Massachusetts

It shouldn't come as a shock

After all, KNX has been the leading station in Los Angeles for umpteen years. And this month, as in so many, many months before, it's happened all over again... KNX leads every other Los Angeles station in a very decided manner:
45% more audience than the second network station.
68% more than the leading independent.
Ahead of all competitors, morning, afternoon and evening, every day in the week.

KNX reaches an average of 45% of the Los Angeles Metropolitan radio homes each day. 84% of the homes in just one week. No other Los Angeles station reaches so many people, so often or so effectively.

Get up, and stay up, with **KNX RADIO**
Los Angeles, 50,000 watts. CBS owned. Represented by CBS Radio Sales.

Sources: *The Pulse for Los Angeles, May-June, 1955*
Cumulative Pulse Audience

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Sources: The Pulse for Los Angeles, May-June, 1955
Cumulative Pulse Audience

	TV Area	TV Sets
1	New York	4,730,000
2	Chicago	2,255,000
3	Los Angeles	2,107,168
4	Philadelphia	2,094,852
5	Detroit	1,553,200
6	Boston	1,308,362
7	Cleveland	1,195,000
8	Pittsburgh	1,134,110
9	San Francisco	1,086,680
10	LANCASTER	912,950
11	St. Louis	785,162
12	Milwaukee	774,803
13	Washington, D.C.	741,000
14	Cincinnati	724,140
15	Indianapolis	663,000

316,000 Watts

WGAL-TV

LANCASTER, PENNA.

NBC • CBS • DuMont

WGAL-TV's 316,000-watt signal on Channel 8 beams a clear picture from its mountaintop transmitter location to a wide area which collectively creates the tenth largest TV market in the Nation. Stations in only nine other areas reach more television sets than those in the WGAL-TV Channel 8 Mighty Market Place.

STEINMAN STATION Clair McCollough, Pres.

Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

Channel 8 Mighty Market Place

Harrisburg, Lebanon, Hanover, Gettysburg, Chambersburg, Waynesboro, Frederick, Westminster, Carlisle, Sunbury, Martinsburg, York, Reading, Pottsville, Hazleton, Shamokin, Mount Carmel, Bloomsburg, Lewisburg, Lewistown, Lock Haven, Hagerstown

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closed circuit.

REVLON REVOLUTION • Biggest radio network sale of season will be announced this week by CBS. Revlon's *$64,000 Question* now on CBS-TV 10-10:30 p.m. Tuesdays, goes simulcast on full CBS Radio network effective Oct. 4. Time tab on radio runs about $500,000 under CBS Radio's new one-rate structure. Agency: Norman, Craig & Kummel, New York.

B•T

CBS-TV sold Tuesday night 10:30-11 p.m. period following highly rated $64,000 Question *to General Motors through Kudner Agency, New York. Time period was released by Aluminum Co. of America early last week (see story page 32). Format of program scheduled to go into Tuesday night period has not yet been completed.*

B•T

AUTUMN COLOR • Full range of network color tv programming that will be offered in new fall season should become known within days. CBS-TV expects to announce its complete color schedule, including portions of *Omnibus* and *Ford Theatre* among others, before week is out. NBC-TV already has announced quintupling of its color output of last fall [B•T, Aug. 1].

B•T

EARL H. GAMMONS, CBS Inc. vice president, who becomes network's Washington consultant Sept. 1, has been retained also by Storer Broadcasting Co. and John A. Kennedy, former West Virginia and California broadcaster. Mr. Gammons will headquarter at 1735 DeSales Street after Ralph W. Hardy, NARTB vice president succeeds him in CBS Inc. Washington vice presidency (see RESPECTS *page 10). Storer representation was arranged by George B. Storer Sr. Mr. Kennedy, former owner of KFMB-AM-TV San Diego, recently purchased Sioux Falls, (S. D.)* Argus-Leader, *but at the present time has no broadcast interests.*

B•T

TARZIAN DISCOVERY • Search for lowering operating cost of small city uhf and vhf television stations has unearthed one interesting fact: it's possible to program four hours per day for whole year with film at total cost of $60,000! That's one of findings by Sarkes Tarzian Inc., Bloomington, Ill., low cost, low power package tv equipment manufacturer (see story, page 28).

B•T

MANIE SACKS, RCA staff vice president and roving executive on talent, music and recordings for NBC, leaves for six weeks trip to Europe this Friday on business of various RCA companies. He'll negotiate everything from talent to transmitters, it's understood, as personal representative of RCA Board Chairman David Sarnoff and President Frank Folsom.

B•T

DONKEY SHOPPING EARLY • Democratic National Committee will call Sept. 19 meeting in Chicago of all news media to plan arrangements for 1956 political convention in that city. One question will be extent to which color will be used in tv coverage.

B•T

FCC COMR. Robert L. Lee, who fortnight ago did his own sleuthing on Madison Avenue's approach to uhf tv (see B•T INTERVIEW *page 35) made return visit to New York last week. He made follow-up calls on several agency and sales representatives in order to consolidate his thinking.*

B•T

FOREIGN FILM INTRIQUE • Domestic film producers are disposed to lift eyebrow over influx of foreign pictures for tv. Such pictures, for most part, have not been submitted for motion picture code review, and others may not have received approval. Question: Will Legion of Decency or other groups (including Protestants who are now organized in film field) stand still for films that have not passed picture code muster, notably in light of variance in foreign versus United States standards?

B•T

PAUL REARDON, Ted Bates Co., New York, scheduled to move to Benton & Bowles, also New York, as radio-tv timebuyer. Meanwhile, Charles Theiss, of Bates, moves up as assistant timebuyer to Christopher Lynch, timebuyer.

B•T

COLOR BLIND? Perhaps FCC is not best place to inquire about status of color tv. In early July, Examiner Smith issued initial decision favoring grant of ch. 4 at New Orleans to WTPS for, among other things, its plans for color tv programming, especially live. Last week Examiner Irion, in favoring grant of ch. 9 at Charlotte, N. C., to Piedmont Electronics & Fixture Corp., rejected color proposals of all applicants for "want of materiality." Color tv is still in "highly fluid state," he commented.

B•T

CONTENTS of FCC's post-freeze tv financial report, due out any week, are still matter of conjecture. One tv economist however, says it will show about 20 uhf stations in strong profit position, that major network affiliation is still key to success, whether vhf or uhf.

B•T

BATTLE IN BOND • With failure of Congress to afford relief by amendment of section 309(c), which provides for automatic hearing on economic protests, suggestion has been made that U. S. Court of Appeals on its own motion, require appellants to post bond adequate to cover losses sustained in litigation by station respondents. No legislation is needed, say experts.

B•T

WESTWARD HO? Big names on eastern talent roster are letting it be known they are intrigued with one-location television "cities" of networks in Hollywood, and some with own shows are seriously thinking about going west if they can be accommodated. Scattered studios in New York reportedly wear heavy on feet and nerves. Big break expected when jet transports slice travel time between Madison Avenue and "Strip."

B•T

NARTB's TAB • While nothing has been said openly, NARTB is quietly revamping mechanics of its autumn meeting series, in addition to cutting number of area conventions from 17 to 8. Host directors will have uniform registration rules, ending much of convention confusion that has marred past meetings. Another long-sought reform will find NARTB instead of individual group absorbing any loss which might be incurred in holding regional meetings.

B•T

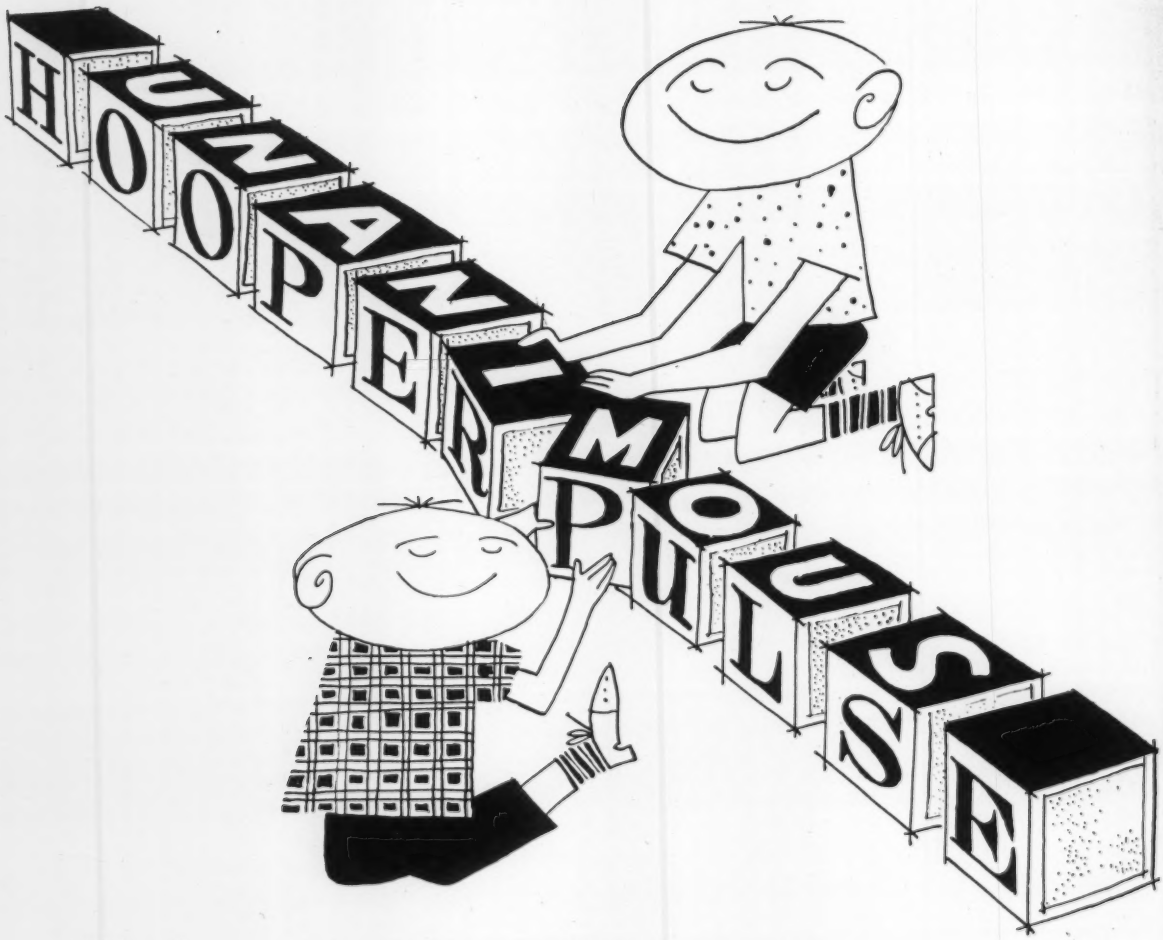
EXECUTIVE pay raise bill which would have boosted FCC Commissioners' salaries from $15,000 to $19,000 or $20,000 did not actually die with adjournment of Congress. Pay measure, passed by House, remains on Senate calendar and automatically comes up when Congress reconvenes for 2nd session of 84th next January. If it's so minded, Senate can make pay boost retroactive.

B•T

COCKNEY QUIZ • FCC's frantic search for special staff members to conduct short term network economic study, with its meager $80,000 appropriation, resulted in offer to staff official of British Broadcasting Corporation in this country on exchange mission to take on assignment. Britisher, who specializes in programming, rejected offer, because he is due back in London about Labor Day, and will write thesis on his U. S. tour.

B•T

WHAT first Nielsen on Monitor *will show for July isn't revealed, but it's hinted that cumulative audience in excess of 4,000-000 radio homes wouldn't be surprising for advertisers using 15 participations. Cost, as against standard rates for same time would be roughly half. Added feature will be special highway audience survey. Results, according to inside, will be "startling."*



There's unanimity in Kansas City

No matter how you count the audience . . . the No. 1 station is

WHB LEADERSHIP LINE-UP:

FIRST PLACE—HOOPER

Average share of audience, 7 a.m.-6 p.m., Mon.-Fri., June-July, 1955

FIRST PLACE—PULSE

Average share of audience, 6 a.m.-6 p.m., Mon.-Sat., March-April, 1955

WHB

10,000 Watts, 710 kc

Buying radio in Kansas City is practically child's play today, because Hooper and Pulse are unanimous in their rating of WHB as the station with the biggest audience (All-day averages as high as 45.1%). This is what Mid-Continent programming, ideas and excitement have achieved for WHB! The same programming, ideas and excitement can achieve leadership for you. Talk to the **man from Blair** or WHB General Manager **George W. Armstrong.**

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

at deadline

NBC Radio Decision Seen On All-Week 'Monitor'

NBC Radio expected to decide this month whether to expand *Monitor* program from weekend to all-week basis, with decision expected on whether to do it gradually or in single swoop. Affiliates to be sounded for opinion. Some affiliates complain *Monitor* deprives them of spot business and is money loser that should be called *Monster;* network officials say it is paying off handsomely.

When network has reached decision it will meet with Affiliates Executive Committee headed by Robert D. Swezey, WDSU New Orleans. Meeting of all radio affiliates will be called if committee so recommends.

One consequence of *Monitor* expansion would be elimination of soap operas for first time since network's early days. They might be replaced by dramatic vignettes, complete units rather than serial cliff-hangers.

Kansas City 'Star' to Appeal Federal Court Sentences

WITH *Kansas City Star* (WDAF-AM-TV) fined $5,000 in federal court Friday on criminal charges of monopolizing dissemination of news and advertising, next step expected to be government motion for summary judgment in civil antitrust suit based on evidence in criminal trial. Emil A. Sees, *Star* advertising manager, was fined $2,500 on charge of attempted monopolization.

Roy A. Roberts, president and general manager of *Star,* against whom criminal charges had been dismissed before trial last winter, said, "Of course the *Star* and Mr. Sees will promptly appeal, in full confidence of the ultimate outcome." Government's civil action contains requests to divorce radio and tv interests from newspaper as well as to enjoin *Star* and its morning *Times* from continuing combination advertising and circulation rates, and to separate *Star* and *Times.*

WKNB-TV to NBC-TV Oct. 1

AFFILIATION of WKNB-TV New Britain-Hartford with NBC-TV, effective Oct. 1, announced Friday by Harry Bannister, NBC vice president in charge of station relations, and Peter B. Kenny, general manager of station. WKNB-TV (ch. 36), purchased by NBC subject to FCC approval, will replace WNHC-TV New Haven as NBC affiliate [CLOSED CIRCUIT, July 4].

Coffin Named V. P. of RCA

ELECTION of Ralston H. Coffin to newly created post of vice president, advertising and sales promotion, RCA, was to be announced today (Mon.) by Frank M. Folsom, RCA President. Mr. Coffin has been director of advertising and sales promotion for past year-and-a-half. He joined corporation in 1949, served as director of advertising of former RCA Victor Div. until 1954. Before joing RCA he was with McCann-Erickson for five years, as account executive.

PET FOOD TEST

PRESENTATION by Television Bureau of Advertising, New York, has prompted 10-week campaign to test effectiveness of national tv spot. Schedule purchased by Coast Fisheries Div., Quaker Oats Co., is running on KRON-TV and KPIX (TV) San Francisco, KMJ-TV Fresno, and KCCC-TV Sacramento. Results will be evaluated with view toward projecting campaign nationally. Product to be advertised is Puss 'n' Boots cat food. Agency is Lynn Baker Inc.

SAG Strike Underway; Tv Commercials Continue

STRIKE of 10,000 members of Screen Actors Guild against producers of tv entertainment films began 12:01 a.m. Friday after union-producer negotiations broke down late Thursday in spite of capitulation by several independent producers (story page 78).

Strike does not involve filming of tv commercials. SAG Hollywood headquarters Friday afternoon announced three more producers signed new contracts acceding to union demands for extra actor pay on first re-run. These are Spectrum Film Productions, Hollywood, maker of five and 15-minute films, and both tv production firms in Cleveland—Discovery Productions Inc. and Cinecraft Productions Inc.

SAG told B•T no picket lines were set up because producers agreed not to attempt filming during strike. SAG board holds regular meeting tonight (Monday) and no further attempt to negotiate with Alliance of Television Film Producers or Assn. of Motion Picture Producers was to be made until after this session.

On West Coast strike halted production on close to 50 tv film series at two dozen firms including such majors as Warner Bros. and 20th Century-Fox, new to tv, and Disney studios.

Transfilm Inc., New York, reported Friday that on first day of SAG strike against producers of tv entertainment films, some 40 SAG members were used in company's production of five-minute tv film spot for Rheingold beer. Agency for Rheingold is Foote, Cone & Belding.

GUATEMALA'S FIRST

FURTHER expansion of tv will probably occur before summer's end when Central America's first television station begins operation. Outlet, TGBO - TV Guatemala City, possibly will be first link in Pan American chain connecting Western Hemisphere, Ernest A. Marx, director of International Div., Allen B. DuMont Labs, has announced.

Station has purchased DuMont equipment, Mr. Marx said. It will operate as commercial outlet on ch. 3. Construction is now underway on transmitter site, located 11,000 ft. above sea level on Guatemala's Agua volcano. TGBO-TV will be operated by Television Guatemala, S. A.

• BUSINESS BRIEFLY

TWO BUY DRAMA • Park & Tilford, N. Y. (Tintex), through Storm & Klein, N. Y., has bought opening commercial on *When A Girl Marries* (ABC Radio, Mon.-Fri., 10:45-11 a.m. EDT) on Mon., Wed., Fri.; Dromedary Co., division of National Biscuit Co., N. Y., through Ted Bates & Co., N. Y., has bought opening commercial on Tues.-Thurs. programs.

BRISTOL-MYERS SPORTS • Bristol-Myers Co., N. Y., has bought one-quarter of schedule of 58 sports events from Madison Square Garden to be telecast by WPIX (TV) New York this fall and winter. Previously, Robert Burns cigars had bought one-quarter schedule. Agency for Bristol-Myers is Doherty, Clifford, Steers & Shenfield, N. Y.

WATCH STRIP • U. S. Time Corp., N. Y. (children's watches), expected to participate in sponsorship of Pinky Lee weekday strip on NBC-TV early fall. Agency: Peck Adv., N. Y.

'DIGEST' RADIO SPOTS • *Readers Digest,* through Schwab & Beatty, N. Y., buying one-week radio spot announcement campaign in four states, effective Aug. 15.

REM-REL PROJECT • Rem & Rel cough remedy, through Joseph Katz Co., Baltimore, understood to be buying radio-tv campaign for 26 weeks starting mid-September in 20 major cities.

'Chevvy Show' Signs Talent

TALENT roster for new fall hour variety series, *The Chevvy Show,* starting Oct. 4 for Chevrolet Div., General Motors and Chevrolet dealers, announced Friday by NBC-TV. Among stars will be Betty Hutton, Bob Hope and Dinah Shore, announcement said. Total of 17 programs will be aired every third Tuesday, 8-9 p.m., alternating with Milton Berle's new color show and *The Martha Raye Show.* Agency for Chevrolet is Campbell-Ewald, Detroit.

Standard Brands Buys Day Tv

STANDARD BRANDS Inc. will invest more than $3 million in daytime television over NBC-TV for 1955-56 season, encompassing sponsor of more than 130 quarter-hour segments of *Tennessee Ernie* (Mon.-Fri., 12 noon-12:30 p.m. EDT) starting Aug. 15, and *Howdy Doody* (Mon.-Fri., 5:30-6 p.m. EDT) starting next month. Agency for Standard Brands is Ted Bates & Co., N. Y.

Bonsall Buys Tv Spots Inc.

CONTROL of Tv Spots Inc., Los Angeles, bought by Shull Bonsall, former Consolidated Tv Sales and Jerry Fairbanks Inc. re-organizer. Mr. Bonsall has inaugurated refinancing program to expand production and sales facilities of Tv Spots Inc., creator of tv film commercials. Among major changes: Mr. Bonsall becomes executive vice president; Robert Wickersham, company president, moves to New York to head up eastern operations; Dorothy Johnson continues as sales director at New York; Sam Nicholson, creative director, assumes charge of production activities of firm, with Gene Miller, chief art director.

A STORER STATION

STORER NATIONAL SALES HEADQUARTERS

TOM HARKER, V. P., National Sales Director, 118 E. 57th Street, New York, ELdorado 5-7690
GAYLE V. GRUBB, V. P., West Coast Sales Manager, 111 Sutter St., San Francisco, SUtter 1-3631
BOB WOOD, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago, FRanklin 2-6498

Represented Nationally by NBC Spot Sales

at deadline

Three Station Properties Sold In West Virginia-Ohio Area

THREE station sales in West Virginia-Ohio area announced Friday. They involved WTRX-AM-FM Bellaire, Ohio (Wheeling); WPAR Parkersburg, W. Va., and WBLK-AM-TV Clarksburg, W. Va.

Control in WPAR and WBLK-AM-TV was sold for $250,000 by News Publishing Co. to WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio). Purchasers of WTRX-AM-FM were Robert K. Richards and Walter Patterson, owners of WHAR Clarksburg and WKYR Keyser, W. Va., with John W. Kluge as seller.

News Publishing Co., which owns the *Wheeling* (W. Va.) *Intelligencer* and *News-Register* and other West Virginia newspapers, owns 89% of Ohio Valley Broadcasting Co., licensee of two West Virginia stations. It also owns 30% of WTRF-TV Wheeling, W. Va.

WSTV Inc. is part of Friendly Group, which also includes WFPG and permit for WFPG-TV Atlantic City, N. J.; WPIT Pittsburgh, and WBMS Boston. Principals are Jack N. Berkman and John J. Laux. Until a few months ago, sale of WSTV stations to CBS for $3 million was pending FCC approval. Because of questions raised by FCC regarding prospective move of WSTV-TV into Pittsburgh area, transaction was dropped.

WPAR operates on 1450 kc with 250 w and is affiliated with CBS. WBLK operates on 1400 kc with 250 w and is affiliated with NBC. Both stations represented by Branham. Permit for WBLK-TV on ch. 12 stayed by FCC pending litigation on protest by Clarksburg Publishing Co. [B•T, June 13]. Appellate court ordered Commssion to admit newspaper company as protestant with full standing. Hearing scheduled for Sept. 15.

WTRX is a 1 kw daytimer on 1270 kc. WTRX-FM is on 100.5 ms. Mr. Kluge was sole owner of the two stations. Blackburn-Hamilton Co. handled transaction. Mr. Patterson is operating director of Patterson-Richards station group. Mr. Richards heads public relations firm in Washington. Mr. Kluge heads group of half-dozen stations in eastern half of country.

KBAK Bakersfield Sold

SAN FRANCISCO *Chronicle* has sold KBAK Bakersfield, Calif., for $85,000 cash to Howard Tullis, head of own Hollywood advertising agency; John Hearne, west coast broadcast attorney, and L. Benton Paschall, management consultant and ex-vice president of WNOE New Orleans. Sale, negotiated by Jack L. Stoll & Assocs. and subject to FCC approval, does not involve KBAK-TV retained by *Chronicle* which also owns KRON-TV San Francisco.

Novik Taking Over WOV

ACQUISITION of controlling interest in WOV New York by radio-tv consultant M. S. Novik from Richard E. O'Dea, is slated for consummation today (Mon.). FCC approved transfer, in which Mr. Novik acquired Mr. O'Dea's 70% holdings for $150,000 plus, early last month [B•T, July 11]. WOV's general manager, Ralph Weil, and program director, Arnold Hartley, retain minority interests.

SPACE RADIO?

ACTIVITY in development of earth satellites—already announced by the U. S. and Soviet Union—impelled Washington attorney Andrew G. Haley to contact International Telecommunication Union in Berne, Switzerland, regarding establishment of interstellar radio frequencies. ITU officials have promised to take up subject. Mr. Haley is board director and past president of American Rocket Society and past vice president of International Astronautical Federation. He has been attending sixth annual congress of latter organization in Copenhagen during past two weeks.

FCC Report Would Suspend Three KPIX (TV) Engineers

LICENSES of three transmitter engineers of KPIX (TV) San Francisco should be suspended for actions "deliberately intended" to keep station off air at time of strike FCC counsel said Friday in reporting proposed findings of hearings in May.

Richard A. Solomon, assistant general counsel, and John A. McAllister, attorney, said only one conclusion can be reached: ". . . that the KPIX transmitter was deliberately rendered inoperative . . . through a series of conscious actions . . . and calculated to . . . [and] substantially delaying any effort of KPIX management to place the station back in operation."

Strike action against station was held last Dec. 14 by engineers (NABET [CIO]). Coincident with walkout, damage to technical equipment was reported by KPIX, and FCC subsequently suspended licenses of three engineers. Suspensions were held in abeyance pending outcome of May hearings. Earlier, three union members filed their findings (story page 84).

Issue involved here, FCC counsel said, is solely related to whether any action on part of three engineers resulted in willful disabling of KPIX transmitter. Questions as to whether strike was "justified" or "unjustified" are of "no value" in resolving this issue, they said.

Testimony of William Burgess, transmitter supervisor, who reported large number of abnormal conditions when he tried to put transmitter back on air, was principal evidence cited, that disablement was not result of accident or unmotivated transmitter failure.

Further, Messrs. Solomon and McAllister pointed out that actions of three transmitter engineers constituted "damage" to radio apparatus within meaning of Communications Act and "interference" within meaning of FCC rules.

In conclusion, it was stated, suspension provisions of Communications Act were aimed at such interference to authorized communications as took place at KPIX.

Two Agencies Join AAAA

SULLIVAN, Stauffer, Colwell & Bayles, N. Y., and Burton E. Wyatt & Co., Atlanta, named to membership in American Assn. of Advertising Agencies.

PEOPLE

DUDLEY TICHENOR, sales director, WFBR Baltimore, promoted to assistant general manager. He joined WFBR in 1954, continues as sales director.

CHARLES W. GRINNEL named station manager of WCAX Burlington, Vt., by **C. P. HASBROOK,** president of WCAX-AM-TV. He replaces **JOHN D. SWAN,** who resigned effective Sept. 10.

KERMIT G. WELTON, Purpac Corp., Atlanta, to Mennen Co., Morristown, N. J., as southern sales manager.

'Lassie' Slated for Telecast In England This Autumn

"EMMY" award winning tv children's program, *Lassie,* will be telecast in England starting this fall, according to Milton A. Gordon, president of Television Programs of America. TPA, which distributes series, will open London office this fall and set up subsidiary in Rome, Italy.

Mr. Gordon returns to England late this month. Sale of British rights to *Lassie* brings TPA's international sales to $650,000 for year and gives program one of largest international audiences, he said. In U. S. *Lassie* is sponsored by Campbell; in Canada by Colgate-Palmolive. Artransa Ltd. has acquired Australian rights, with tv service to start there early in 1956. Artransa also has rights to *Halls of Ivy* and *Adventures of Ellery Queen.*

British rights to *Lassie* acquired by Associated-Redifussion and Associated Broadcasting Co., program contractors for the London and Birmingham stations, first of commercial tv stations recently authorized. London station starts Sept. 22, Birmingham later in year and Manchester next spring.

Muskegon Permit Surrendered

WTVM (TV) Muskegon, Mich. (ch. 35), surrendered permit Friday to FCC because, it said, construction and operation of uhf station there could not secure sufficient financial support. Owned by Versluis Radio & Television Inc., station stated that due to delays in finalizing authority to build, it was unable to commence in time to secure uhf set saturation. WTVM, granted permit in December 1952, was involved in one of first protest cases under Sec. 309 (c). Number of tv stations to turn permits back to FCC now has increased to 147 (117 uhf, 30 vhf).

KBON Omaha Signs With ABC

KBON Omaha will become ABC Radio affiliate Aug. 21, replacing KOIL Omaha, it was announced Friday by Charles W. Godwin, ABC Radio director of station relations. Station is owned and operated by Inland Broadcasting Co., with Paul R. Fry as president and general manager. It is on 1490 kc with 250 w.

Bowden Stays With Pearson

JAMES BOWDEN, vice president and head of Minneapolis office of John E. Pearson Co., station representatives, who had been scheduled to join John Blair & Co. [B•T, Aug. 1], will remain with Pearson Co. but will move to Chicago office as executive assistant to Frank Reed, vice president in charge there. Calden (Bud) Stitt, vice president of Pearson office in Minneapolis, promoted to head of that office. Tom A. Mahan, salesman and formerly with Bell Telephone Co., also joins Pearson Chicago office.

the week in brief

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It's catching up with stations and networks as the someplace-yes, someplace-no end of daytime time nears 65

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NARTB STAFF GETS READY TO GO

On the upcoming regional meetings slate. Added feature: an FCC commissioner at each 86

A QUARTER BILLION FOR NETWORKS

That was the gross dollar figure for radio-tv in the first six months of the year—15% ahead of 1954 89

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Broadcasting Publications Inc.
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BROADCASTING TELECASTING

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*Reg. U. S. Patent Office

Copyright 1955 by Broadcasting Publications Inc.

"**WPEN**
Shows the greatest rating increase
of any station in Philadelphia"
Pulse Jan.-Feb. '54-'55

AGAIN!

In the latest Pulse period
WPEN
shows the
Greatest Rating Increase
of any station in
Philadelphia*

Represented Nationally by Gill-Perna

**Pulse March-April 1954*
March-April 1955

KNOW WHAT AMERICA HAS MORE OF T

You can't see it — but you certainly can't get along without it.
It covers 3,022,387 square miles and it's about
34½ miles deep. In sheer cubic area, that's over 105¼
million square miles of the stuff!
By volume, over three-fourths is nitrogen. 21% is oxygen,
plus a 1% soupçon of argon (and some scantling
amounts of hydrogen, carbon dioxide, neon,
helium, krypton and xeon).
Sure . . **it's air** — our greatest, most plentiful resource.
And no matter where you go in this enormous United States,
it's **also** charged with another very vital element.

RADIO!

Air is what we've got most of. Next is customers. The average American family has 3.66 customers. It also has 2.5 radio sets. Back in 1948 (when TV was just starting to flex its silken biceps) the average was only about 1.8.

Radio today, more than ever, is an integral part of daily living in more homes than any other single necessity except the knife and fork. Nothing, including eyeglasses, is so universal.

Naturally, perhaps, we've come to take radio for granted — just as we do the air we can't see either (but breathe). Air exerts a pressure of about 15 pounds per square inch. But radio exerts a pressure upon America's buying atmosphere that's gigantic beyond our facilities to measure it.

Some smart advertisers, though, are re-discovering that you don't have to see radio to profit from its universal wallop. Where they are going, others are starting to follow.

We call this **"Radio's Resurgence".**

So will you when you read September 19's special issue of **Broadcasting-Telecasting** — a cogently assembled report that helps bring the terrific dimensions of Radio-1955 down to graspable proportions.

The facts will open eyes. Even more important, they can re-open media minds to productive assignments for America's most pervasive (and, per dollar invested, **persuasive**) link between those who sell and the millions who buy.

OF THAN ANYTHING ELSE?

This is a report so complete . . so essential . . that advertisers and their agencies will give it preferred desktop space for many months to come. If you are part of radio's resurgence, it follows that your message should be part of this special **Broadcasting-Telecasting** issue.

There is still time — but not much. September 5 is deadline for proofs; September 9 is the day we lock up the forms. It takes no premium to be represented in its pages. Regular rates and mechanical specifications prevail.

Write us . . wire us . . call us — but reserve the optimum position for your message. Like the air you breathe, this round-up of **"Radio's Resurgence"** is something nobody who has a stake in radio can get along without!

The Year's Most Complete, Most Authoritative Report on Radio's Steady Come-Back. Among its valuable contents you'll find:

- report on radio's financial position.
- analysis of trends in station and network rates.
- radio's most outstanding, most recent success stories (by advertiser categories).
- a recorded interview with a major radio advertiser.
- a recorded interview with a major advertising agency executive.
- outline of current radio listening trends (including out-of-home listening), compiled from latest research sources.
- report on today's national spot business, based upon findings of station representatives.
- a psychologist's study of radio's advertising advantages over television.
- resume of radio set production and sales.
- analysis of radio advertising's future and potentials in the U. S. economy.

In short — solid facts that explain radio's all-encompassing resurgence . . that point to its sound future. A graphic framework, too, in which to display what you offer today's planners and buyers of advertising!

PUBLICATION DATE: September 19
FINAL DEADLINE: September 9
SPACE RESERVATION DATE: No time like **TODAY!**

BROADCASTING • TELECASTING

1735 De Sales Street, Washington 6, D. C.

Outstanding...

say the time buyers who know us best!

Tom Maguire
MAXON AGENCY, INC.
says . . .

"When the spot schedule begins on WNHC-TV, the buying action begins."

Jean Carroll
SULLIVAN, STAUFFER, COLWELL & BAYLES
says . . .

"There is no guesswork . . . WNHC-TV has the buying audience."

WNHC Television

Channel 8

SERVING HARTFORD & NEW HAVEN AREAS

Population 3,564,150 TV Homes 934,448

represented by the katz agency, inc.

Joe Lincoln
YOUNG & RUBICAM, INC.
says . . .

"WNHC-TV has experience, past results, coverage and an excellent market."

Grace Porterfield
BENTON & BOWLES, INC. says . . .

"WNHC-TV is powerful enough to deliver results any time of the day or night."

SVENGA

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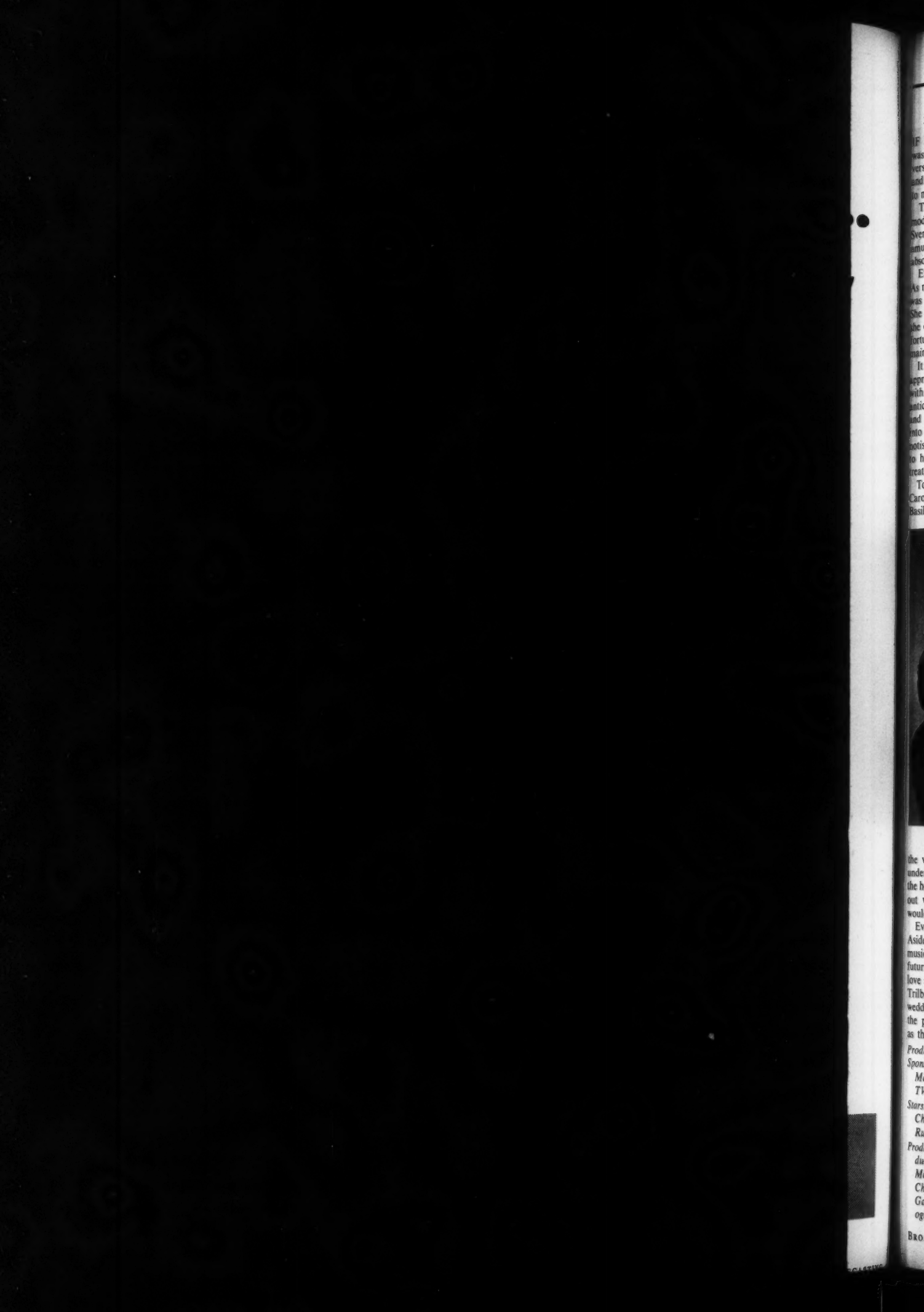


SVENGALI AND THE BLONDE

IF ITS PURPOSE, as we were led to expect, was to provide a light-hearted and amusing version of the original "Trilby," then "Svengali and the Blonde" on NBC-TV on July 30 failed to make the most of its opportunities.

The television story of Trilby, the artist's model, her three young artist friends, and Svengali, the pianist-hypnotist was intended to amuse, divert and beguile, not to engross and absorb. It did not fail wholly, but it fell short.

Ethel Barrymore was the notable exception. As narrator, she let the audience know that this was a spoofing version of the Du Maurier novel. She was delightful and it was unfortunate that she did not appear more often. It also was unfortunate that the rest of the play did not maintain the gay pace she established for it.

It would seem to be a natural for the off-beat approach—the Parisienne model, her love affair with little Billee, the young Englishman, the antics of Billee's friends, the sinister Svengali and his transformation of the tone-flat Trilby into an internationally famous singer via hypnotism till his death did them part would seem to have the makings for thoroughly amusing treatment.

To those possibilities add the comic talents of Carol Channing as Trilby, the versatility of Basil Rathbone as the mad music master, and

ARMS, RATHBONE, CHANNING

the voice of Russell Arms as Billee and you understand the disappointment that came as the hour rolled along. The expectation throughout was that, at any moment now, the play would hit its pace. It never quite did.

Even so, the production had its good spots. Aside from the charm of Miss Barrymore, the music was good and the dancing—notably a futuristic number highlighting a Trilby-Billee love scene—was well done. The scene in which Trilby falls under Svengali's influence on her wedding day was another impressive one. If only the production had been half as mesmerizing as the Svengalian eyes.

Production Cost: Approximately $41,000.
Sponsored by Oldsmobile Div. of General Motors Co. through D. P. Brother on NBC-TV, Sat., 9-10:30 p.m. EDT.
Stars: Narrator, Ethel Barrymore; Trilby, Carol Channing; Svengali, Basil Rathbone; Billee, Russell Arms.
Producer-Director: Alan Handley; Asst. Producer: Jerry Marden; Asst. Director: Roy Montgomery; Writers: Alan Handley and Charles Gaynor; Words and Music: Charles Gaynor; Music Director: Vic Schoen; Choreography: Tony Scharmoli; Costumes: Grady Hunt; Sets: Ed Stephenson; Makeup: Fred Williams; Lighting: Al Scarlett; Tech. Director: Ross Miller; Audio Engineer: Howard Talberg; Announcer: Bob Lamonde.

JULIUS CAESAR

ANOTHER revival of another classic occurred last Monday, when the Westinghouse *Studio One Summer Theatre* management chose to present *Julius Caesar*. No modern, light-hearted treatment here; this Shakespearian drama was staged in the traditional manner, with actors in togas performing before a classical background of marble blocks and pillars and declaiming their lines with the fullest gusto.

The actors were good; they remembered their lines with only occasional lapses, although they didn't seem particularly at ease with Elizabethan rhetoric. The scenery, lighting, camera work, and direction were as professional as could be. But the play just didn't come off. In cutting the drama to an hour's air time, minus the minutes devoted to commercials and credits, adapter Leo Penn retained the play's most famous and familiar lines but they came through the tv screen as a collection of quotations rather than parts of a dramatic story.

The play started well, with Cassius rallying his cohorts and persuading the doubters that Caesar was a danger to the state and must be removed before he turns the republic into an empire with himself as emperor. Even with severe cutting, enough was left to make sense of the plot up to the point of Caesar's execution. But what happened after that, in the *Studio One* version, made no sense at all. Brutus' death, so crucial to the purport of the original drama, on tv became only the trigger for another elegy by Anthony, remindful of a line from another famous English stage writer, W. S. Gilbert, "which is pretty, but I don't know what it means."

Equally mysterious are the motives behind the choice of a Shakespearian tragedy as the vehicle to promote the sale of home appliances on a summer evening. Bewildering those who don't know their Shakespeare and annoying those who do is an advertising technique that may make sense on Madison Avenue, but not in the homes of the viewing public.

Production Costs: Approximately $40,000.
Sponsored by Westinghouse Electric Corp. through McCann-Erickson on CBS-TV, Mon., 10-11 p.m. EDT.
Stars: Theodore Bikel as Caesar; Alfred Ryder as Mark Anthony; Philip Bourneuf as Brutus; Shepperd Strudwick as Cassius and Maria Brit-Neva as Calpurnia.
Producer: Alex March; director: Dan Petrie; adaptation by Leo Penn; original music composed and conducted by Eugene Cines.

★ ★ ★

BOOKS

BRAND OF THE TARTAN, THE 3M STORY, by Virginia Huck. Appleton-Century-Crofts. 411 Fifth Ave., New York 18. 260 pp. $3.50.

THIS is the story of Minnesota Mining & Manufacturing Co., founded at the turn of the century by "a company of entrepreneurs who thought they were embarking on a mining venture, who discovered that they had nothing of value to mine, and who thereupon became one of the greatest manufacturing enterprises of America," as the author writes in her foreword. How the company progressed from the "corundum" that wasn't corundum to the "SCOTCH" brand magnetic recording tape so widely used in broadcasting makes an interesting American industrial success story.

This is San Francisco...

where advertisers who buy saturation plans get the best deal on KCBS. No other station has the consistently *big* audiences throughout the day and night ...throughout the week.

KCBS
50,000 WATTS
Represented by CBS Radio Spot Sales

Roger Bumstead — *Media Director, David J. Mahoney, Inc.*
Bob Howard — *Radio Salesman, NBC Spot Sales*
Martin Killeen — *Vice President in Charge of Sales, White Rock Corp.*
Alfred Y. Morgan — *President, White Rock Corp.*
David J. Mahoney — *President, David J. Mahoney, Inc.*
Cal J. McCarthy, Jr. — *Vice President & Account Executive, David J. Mahoney, Inc.*
Sal Sottile — *Sales Promotion Manager, White Rock Corp.*

SPOT

WHITE ROCK AND ITS AGENCY,
DAVID J. MAHONEY, INC., ARE SOLD ON SPOT
AS A BASIC ADVERTISING MEDIUM

To win an increased share of the peak warm weather beverage market, White Rock puts more than 50% of its advertising budget into Spot Radio.

On stations represented by NBC Spot Sales, additional sales impact is gained through all-out merchandising support . . . including powerful "Chain Lightning" displays in over 1,200 New York super markets.

Complete flexibility, your sales messages delivered where and when you require, is one reason Spot can sell for you on the stations represented by NBC Spot Sales . . . in eleven major markets accounting for 45% of the nation's retail sales.

More advertisers are Sold on Spot because more customers are Sold on Spot . . . and some spots are better than others!

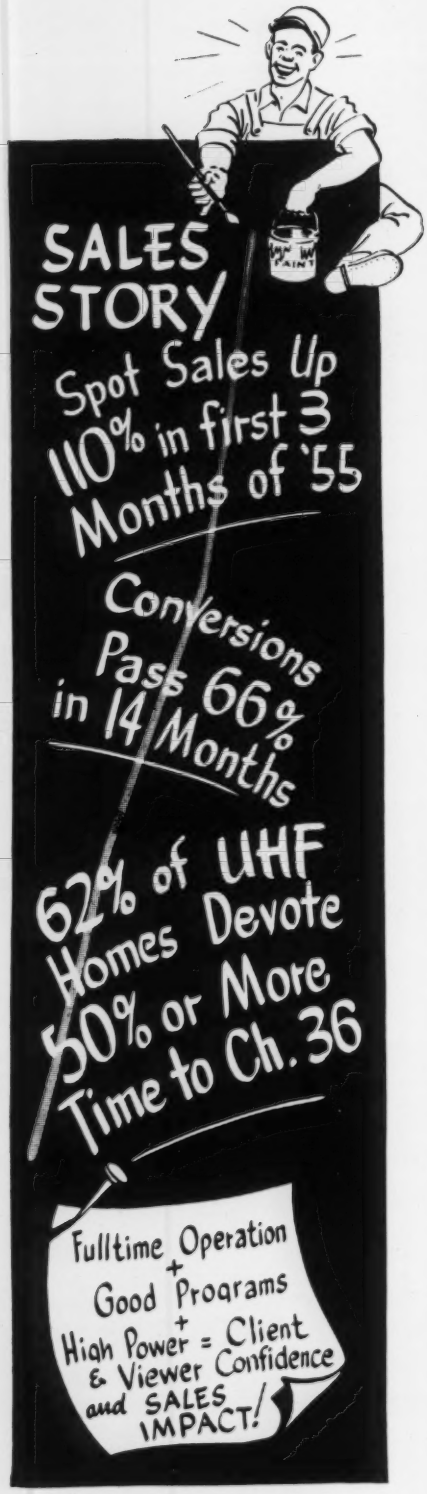
NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.
Chicago Detroit Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta* Dallas**

**Bomar Lowrance Associates*

Representing RADIO STATIONS **WMAQ** *Chicago* **KNBC** *San Francisco* **KSD** *St. Louis* **WRC** *Washington, D. C.* **WTAM** *Cleveland* **WAVE** *Louisville* **KGU** *Honolulu* **WRCA** *New York* *and the* **NBC Western Radio Network**

Representing TELEVISION STATIONS **KSD-TV** *St. Louis* **WRC-TV** *Washington, D. C.* **WNBK** *Cleveland* **KPTV** *Portland, Ore.* **WAVE-TV** *Louisville* **WRGB** *Schenectady — Albany — Troy* **KONA-TV** *Honolulu* **WRCA-TV** *New York* **WNBQ** *Chicago* **KRCA** *Los Angeles*


SALES STORY
Spot Sales Up 110% in first 3 Months of '55
Conversions Pass 66% in 14 Months
62% of UHF Homes Devote 50% or More Time to Ch. 36
Fulltime Operation + Good Programs + High Power = Client & Viewer Confidence and SALES IMPACT!

DEC JAN FEB MAR

NBC ABC DUMONT

WJHP-TV

Channel 36

JACKSONVILLE, FLORIDA

OPEN MIKE

Appreciation

EDITOR:

As I prepare to leave the Pentagon for a new assignment. I wish to take this means of expressing my appreciation for the valuable assistance you have provided, . . . for your recognition of the practical problems with which my office has been confronted in carrying out its responsibilities to the Army and the public, as well as the profession you represent, and for your splendid cooperation in meeting those problems. I know that this cooperation, enjoyed by my staff and myself in the past, will also be extended to my successor . . .

Gilman C. Mudgett, Maj. Gen., GS
Chief of Information & Education
Department of the Army
The Pentagon, Washington

Have News, Will Travel

EDITOR:

I find it very difficult . . . to keep up with B•T while I am out of town. . . . I missed your issues during part of the months of June and July while I was on the West Coast and as I will be back there from Aug. 6 to Sept. 5, I wonder if you could arrange to send the copies which you would ordinarily send to my residence in Wilmette, to me at Pacific Palisades, Calif.

Roy M. Kirtland, Vice President
Gordon Best Co., Chicago

[EDITOR'S NOTE: Mr. Kirtland will receive his copies in California, as requested. One week's notice to B•T's circulation department will send any subscriber's issues to a new address for as long as he wishes.]

Advance Notice

EDITOR:

After July 1, 1956, telephone number for WHO & WHO-TV will be Atlantic 8-6511. Will appreciate notation to that effect in 1956 YEARBOOKS.

W. W. Woods, Asst. Resident Mgr.
WHO-AM-FM-TV Des Moines, Iowa

How Britain Got the Light

EDITOR:

The interview with Clair R. McCollough [B•T, July 25] contains much highly interesting and provocative material on the advent of ITA (commercial) television in Britain. However . . . Mr. McCollough is in error in saying:

"When we were in England in 1945 they had a comparatively staid BBC broadcasting system. At least, that was true until several million GI's arrived in England. If you recall, this situation brought about the creation of a so-called 'light' program network that played mostly American records and electrical transcriptions from our immensely popular radio shows. Immediately the British people started listening to this particular program service and more or less forgot about the BBC programs."

First, the BBC had two programs as early as 1941; catering to the 'home'—the Home Service, essentially a continuation of the pre-war BBC programs—and to the 'service'—a Forces Program of much lighter fare, many remotes from Army, Navy, RAF camps, etc.

Second, the 'mostly American records and . . . transcriptions' were *not* played on the BBC Forces service. The projected arrival of the millions of American service men prompted the planning and building of a radio service to supply just such American radio shows—but only with the permissive restriction that the radiation of such a network (of many small transmitters) would be confined to concentrations of American troops.

Third, the operation of this service (the American Forces Network) while headquartered in London did *not* cover the metropolitan area at all, except by a system of closed circuit land-line (wired wireless) amplifiers. Therefore, the majority of the British people did not listen to our programs, much as they might have liked to. (Fifty watt transmitters and inefficient antennas were not then, or now, conducive to Grade A coverage of the whole of the British Isles.)

Fourth, rather than give the British and the BBC (who were and are my good friends) credit for the outstanding radio coverage of the GI's during the war in England, let's not forget that it was an all-American inception, operation and construction with the cooperation (in material and labor and spirit) of the BBC. Chas. Gurney (then Lt. Colonel), John S. Hayes (Major, then Lt. Colonel), Richard M. Condon and many others of the OWI made this *first* inroad of American broadcasting into the BBC.

Well, yes, a popular American radio comedian *did* get on the BBC Forces Program; Bob Hope made it, live. But AFN originated the remote and fed the BBC.

Don V. R. Drenner, Engineer
KGGF Coffeeville, Kans.
(Ex-RAF, BBC and once-upon-a-time chief engineer, AFN [London].)

Canadian Market Story

EDITOR:

This is just a brief note to say "thank you" for your recently published Canadian market story [B•T, July 18]. I am sure that this information will prove useful in the future.

Richard C. Pickett, Timebuyer
Foote, Cone & Belding, New York

EDITOR:

. . . Wish to draw your attention to the [part of the] story concerning Montreal radio stations, wherein reference is made that CJAD uses part French and part English programming. For your information, CJAD broadcasts exclusively in the English language. . . .

J. Arthur Dupont, Gen. Mgr.
CJAD Montreal

National and Local Rates

EDITOR:

I read with interest the editorial, "On the Spot," which appeared in the July 18th issue of B•T.

The topic of national and local rates has long been one of question to persons associated in the advertising field. Just what is it that makes an account national? Is it the fact that an agency is involved, justifying a higher rate? Or is it the fact that a product advertised is available in many points of distribution? At any rate, the question seems to be limited greatly to product advertising.

Newspapers have a feature in classified advertising which, I am sure, contributes a substantial amount to the claim of national advertising. I don't refer to the "For Sale-For Rent-Help Wanted" advertisements. Many radio stations feature a "Classified Page of the Air" program, at least we do. What I refer to is the section devoted to legal advertising which accounts for column after column of "whereas, hereby," etc.

Do you know of any newspaper which doesn't charge the highest, one-time open space rate for this service?

Let's have the boys at ANPA determine whether or not this amount is included in national advertising.

Michael J. Cuneen, V. P. & Gen. Mgr.
WDLA Walton, N. Y.

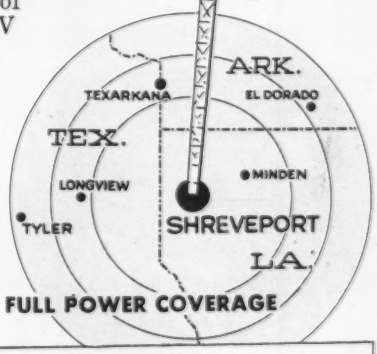
PUT MINE ON KSLA
CHANNEL 12—SHREVEPORT

316,000 WATTS — LOUISIANA'S TALLEST TOWER — EARLY FALL

to win with FULL 316,000 WATTS POWER coming in early fall. Maximum coverage of the Ark-La-Tex from Louisiana's tallest tower!

to place advertising at Shreveport's LOWEST TV COST PER 1,000 because LOW 1955 rates are in effect for established clients HALF-WAY THROUGH 1956!

to show adjacent to CBS-ABC and established local programs . . . backed by the 19 months experience of Shreveport's FIRST TV station.



Let your Raymer Man put you on the inside track!

CBS TELEVISION NETWORK
ABC

KSLA CHANNEL 12
FIRST IN SHREVEPORT, LOUISIANA

PAUL H. RAYMER CO., INC. / NATIONAL REPRESENTATIVES

Time Buyers!

HERE'S WHY YOU SHOULD BUY

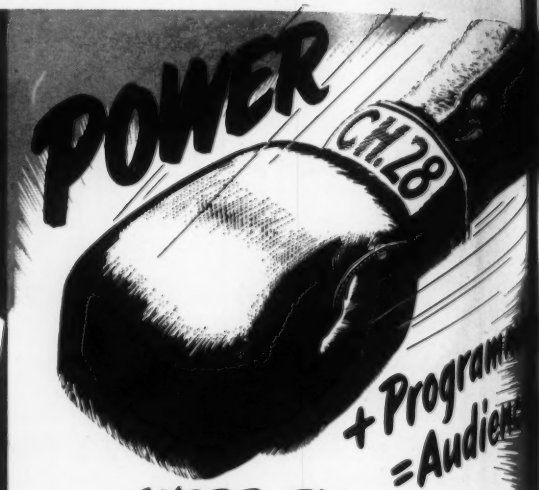
WBRE -TV Ch. 28

Wilkes-Barre, Pa.

America's First Million Watt Station!

AN NBC BASIC BUY!

National Representative The Headley-Reed Co.



+ Programs
= Audien

WBRE-TV NOW AMERICA'S MOST POWERFUL STATION WITH

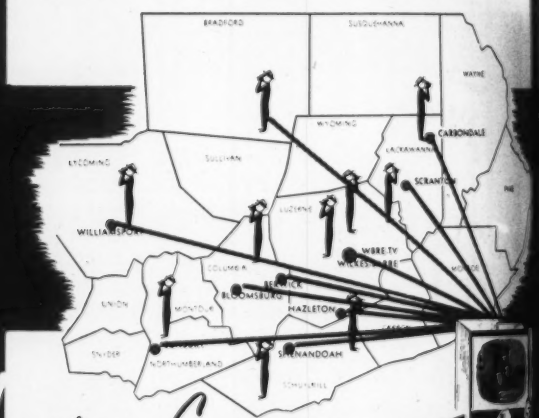
One Million Watts

POWER . . . PUNCH . . . PERFORMANCE . . . PERFECT PICTURE . . . . PROGRAMMING . . . PERSONNEL . . . PERSONALITIES . . . PULLING POWER . . . PEOPLE ! ! And now . . . . a MILLION WATTS of power to make even our previous achievements seem picayune.

WBRE-TV has to its record some standing "Firsts" but none more than being the FIRST MILLION TV STATION IN THE NA WBRE-TV applied for and receive first million watt tv station gran the F.C.C. It is a source of sat that we have been able grant in less than tw

JAN. 1954

WBRE -TV Ch. 28 NBC



News Coverage SO FAST

WBRE-TV Serves a 17 County Area in a Matter of Minutes

WBRE-TV's Regional News Coverage is produced by a 10 man news staff, with cameramen strategically located at vantage points over the vast area served by WBRE-TV. News is received, developed and aired the same day it happens . . . often while the news is still being made.

For News WBRE-TV is the only medium to cover the above 17 Counties.

Nov. 1, 1954 Wilkes-Barre-Scranton Telepulse-Evening News Ratings were as follows:

WBRE-TV 17.4
Station B 5.8
Station C
Station D 2.4
Set Count as of March 1 245,000

APRIL 1954

WBRE -TV Ch. 28 NBC

WBRE-TV's Powerful Influence

Now First Million Watt Station in the Nation!

Serving 2,000,000 Population!

Verified Set Count 225,000!

Stop... and consider that now you can cover the entire Northeastern area of Pennsylvania with the Nation's most Powerful Station... WBRE-TV!!!

With a full schedule of NBC shows... outstanding local shows... news and sports coverage of local, regional and national interest, WBRE-TV is the "basic station buy" in this thickly populated industrial-agricultural market.

WBRE – TV Ch. 28 NBC

Here is Proof...

... of

WBRE-TV's
SUPERIOR SALES POTENTIAL

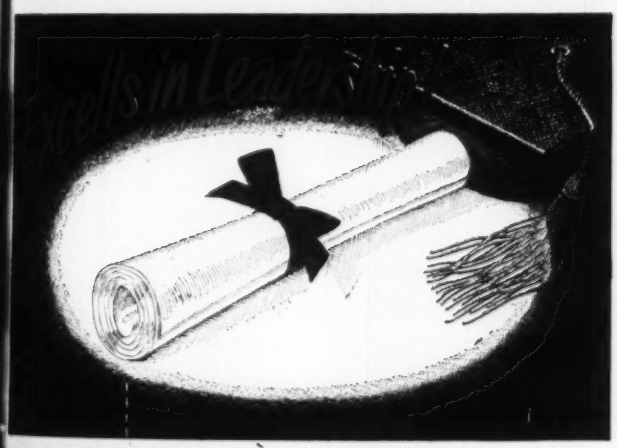
Based on 1953 Retail Sales Figures Reported by.... *Sales Management*

Of the Nation's 100 Metropolitan County areas, Wilkes-Barre, Luzerne County ranked 65th .... Scranton, Lackawanna-County 99th .... yet the combined retail sales of these two major Pennsylvania markets covered by WBRE-TV, exceeded those of the Nation's **40th** retail sales market, San Bernardino, California.

In addition to this impressive fact, WBRE-TV with a million watts covers **17** of the 67 counties in Pennsylvania, having a combined retail sales equivalent to the Nation's **12th** market, Baltimore, Md.

WBRE-TV is the "POWERHOUSE" of Northeastern Pennsylvania .... serving over *225,000 sets with the most powerful programming, local, regional and national!

WBRE – TV Ch. 28 NBC



WBRE-TV Always Head of the Class

GREATEST COVERAGE!

The nations first Million Watt Station serves a 70-mile radius, comprising 17-counties (plus) in N. E. Pennsylvania with a population of over 2,000,000.

GREATEST AUDIENCE!

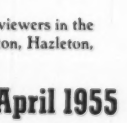
ARB and PULSE surveys show that WBRE-TV has an average weekly share of audience of over 40% and leads by 23% to 400% over the other stations!

One station... WBRE-TV... delivers the viewers in the key marketing areas of Wilkes-Barre, Scranton, Hazleton, Sunbury and Williamsport.

Verified Set Count of 250,000 as of April 1955

GREATEST ADVERTISING BUY!

Your Headley-Reed representative has these and many more facts to prove the consistent class leader WBRE-TV... he will be glad to show them



WBRE – TV Ch. 28 NBC

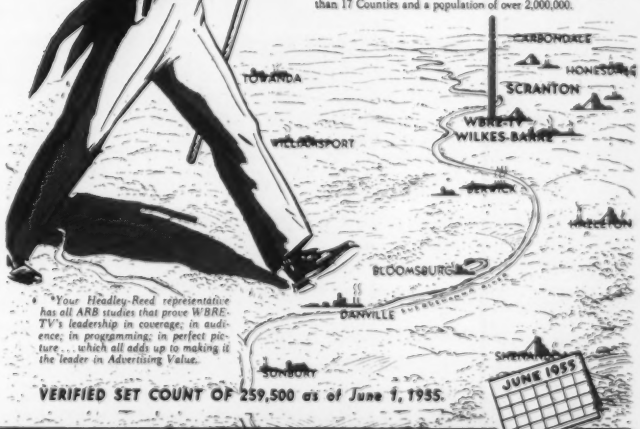
COVERAGE LEADERSHIP

VERIFIED by ARB* and PULSE*

WBRE-TV.... the nation's first MILLION WATT STATION delivers to the advertiser the majority of viewers in the key marketing area of Wilkes-Barre, Scranton, Hazleton, Sunbury and Williamsport with an average weekly share of audience of better then 40% and leads all other stations coming into this vast manufacturing and agricultural market by 23% to 400%.

*WBRE-TV not only leads in audience ratings in the Wilkes-Barre-Scranton area, but also delivers more than 40,000 more sets than the second station in the market.

*These two thoroughly competent survey organizations show that WBRE-TV unquestionably is the leading TV station in Northeastern Pennsylvania which comprises more than 17 Counties and a population of over 2,000,000.



*Your Headley-Reed representative has all ARB studies that prove WBRE-TV's leadership in coverage; in audience; in programming; in perfect picture... which all adds up to making it the leader in Advertising Value.

VERIFIED SET COUNT OF 259,500 as of June 1, 1955.

WBRE – TV Ch. 28 NBC

Here's our Jimmy Vinson, Middle Georgia's jam-up, top-notch, really outstanding disc jockey. (Fred Robbins had him on "Disc Derby" not long ago). Jimmy's been spinning records round these parts for nearly 12 years. Right now he's heard at the mike over WMAZ Radio from 7 till 10 each morning and from 4 to 6 every afternoon.

Jimmy's a Georgia boy, active in his church, with the PTA and his Cub Scout pack. When it comes to radio, he

JIMMY VINSON

knows his stuff, and he knows what Middle Georgians like. And best of all, his bright cheery voice is one that radio listeners round here have taken a hankerin' to.

Listeners? Just look at the ratings! Jimmy's range from 50% to 66% in the city of Macon alone. Out in the area, Jimmy has more listeners than any other TEN radio stations combined in 22 Middle Georgia counties.

You want the radio audience in Middle Georgia? Jimmy Vinson is your one best buy. See Katz about getting on one of Jimmy's shows.

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to RALPH WILLIAMS HARDY

SEVERAL years ago Ralph Hardy, then NARTB's new government relations director, wowed a district meeting audience—and he's an experienced wower of audiences—with an anecdote about his professional activity.

"I was visiting my grandmother out in Salt Lake City last summer," his story went. "She asked me what I was doing in Washington."

"I'm a lobbyist, Grandma."

"To think that we would have one in our family," she said, recalling with misgivings the newspaper stories about five-percenters and sleight-of-handers who ply Capitol corridors.

Bishop Ralph Williams Hardy—he presided over the East Ensign Ward Congregation, Church of Jesus Christ of Latter Day Saints (Mormon), in Salt Lake City, 1942-49—was proud of the fact he was a lobbyist and proud of the special approach he took to this important Washington broadcast assignment.

Day after tomorrow (Aug. 10), Mr. Hardy leaves NARTB to become CBS Washington vice president following retirement of Earl H. Gammons, holder of the network's key Washington post for 13 years [B•T, June 20]. He takes the new post Sept. 1.

When Mr. Hardy was first named NARTB's lobbyist in 1950 he quickly became appalled at Capitol Hill's lack of familiarity with broadcasting's regulatory and economic problems.

Using the man-to-man approach, as contrasted with Washington's legendary frosty-glass, filet-mignon technique, he found Senators and Congressmen not only willing but eager to listen to the radio-tv story. They asked questions, too—all this during their office hours and without the usual fat expense account.

The famed Hardy skill on the rostrum traces back to his childhood (he was born May 6, 1916) when the elder Hardy, vice president of Bankers Trust Co. in Salt Lake City, handled the receivership of Baldwin Radio Co., an early manufacturer of microphones and other electronic gear. The four Hardy kids rigged loudspeakers all over the house and every room was a juvenile studio turning out programs for family consumption. At the U. of Utah, Ralph Hardy was active in speech and dramatics.

After graduation from the university he became a Mormon missionary. For three years, 1935-37, he served his church in Great Britain under the shadow of the British Broadcasting Corp., deciding this government-controlled type of radio service wasn't for him and gaining a new appreciation of the American version as well as a desire to become a broadcaster. He joined KSL Salt Lake City on his return to the United States.

His service in England included preaching and speaking at church services and other places —especially that most famous of all rostrums, Hyde Park. Competing against some of the world's wildest orators, and heckled by professionals, he picked up a thick skin and a backlog of audience-handling maneuvers that have been helpful in appearances before Congressional committees.

Mr. Hardy's government relations work during a period of intensive legislative activity, much of which was unfavorable from an industry standpoint, attracted wide industry attention. Chairman Percy Priest, of the House Commerce Committee, said of Mr. Hardy at last May's NARTB convention, "I know of no man who has a higher respect of members of Congress . . . he has been very helpful to the Committee."

Thus he was a natural choice of CBS Inc. officials when Mr. Gammons decided to retire from the network's Washington assignment. The Gammons chair will be a tough one to fill, but Ralph Hardy has the necessary training and personal attributes.

In his six years at NARTB Mr. Hardy has accumulated a fund of corollary titles and honors with his participation in various official functions. From 1949 to 1953 he represented NARTB on the board of The Advertising Council. In 1951 he was elected to the board of governors of the Assn. of Better Business Bureaus. During the regime of Charles Sawyer as Secretary of Commerce, he served on the first Advertising Advisory Committee.

He became a member of the U. S. National Commission for UNESCO, and recently has been vice chairman of the commission. He was a member of the American delegation to the Eighth World UNESCO Conference held in 1954 at Montevideo, Uruguay.

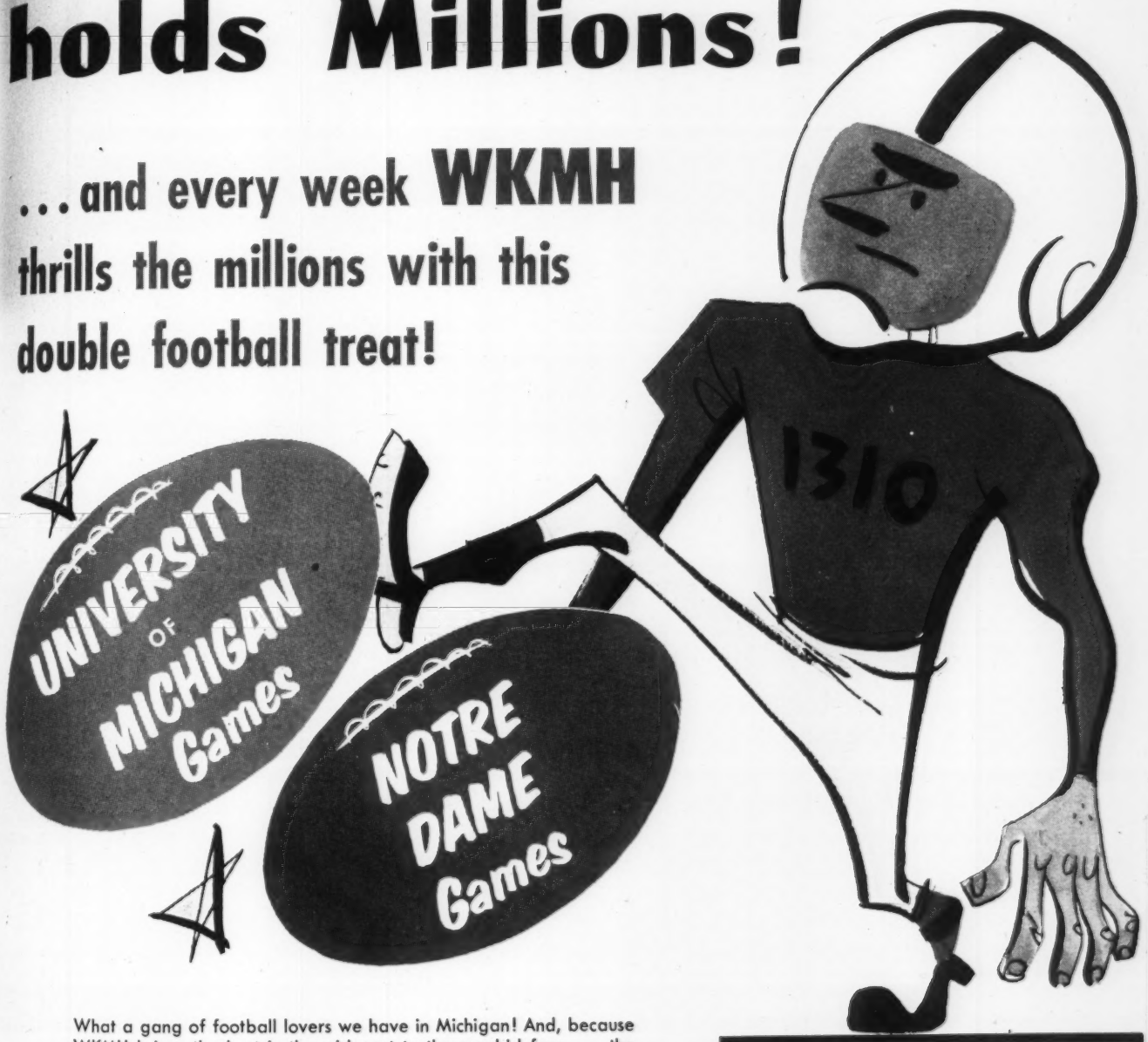
Mr. Hardy's appointment to a high NARTB post in 1949 by Judge Justin Miller, then president, was based on extensive association experience. In January 1944, Mr. Hardy became chairman of the old NAB District 14 Program Managers Committee, representing KSL where he was assistant general manager. This led to his appointment later that year as a member of the NAB National Program Managers Executive Committee and chairman of the new Educational Standards Committee in 1947.

Impressed by the young chairman's enthusiasm for the committee work, Judge Miller in August 1949 picked him to head the new Radio Division, and then government relations director.

Mr. Hardy's relaxed smile and his ringing voice have been fixtures at NARTB meetings for years. He is on the short side, quite blondish and exceedingly earnest about his work. He is married to the former Maren Eccles, of Ogden, Utah. They have five children, ranging from two to 14.

Our Stadium holds Millions!

...and every week WKMH thrills the millions with this double football treat!



What a gang of football lovers we have in Michigan! And, because WKMH brings the best in the mid-west to those rabid fans . . . the tune in is tremendous each and every Saturday of the football season. Not just ONE . . . but 2 MAJOR GAMES . . . one right after the other! No wonder advertisers are giving millions of cheers for the results they're scoring!

WKMH

Dearborn—Detroit

Frederick A. Knorr, Pres.
George Millar, Mg. Director

save 10%

Buy any 2 or more of these powerful stations and save 10% from rate card.

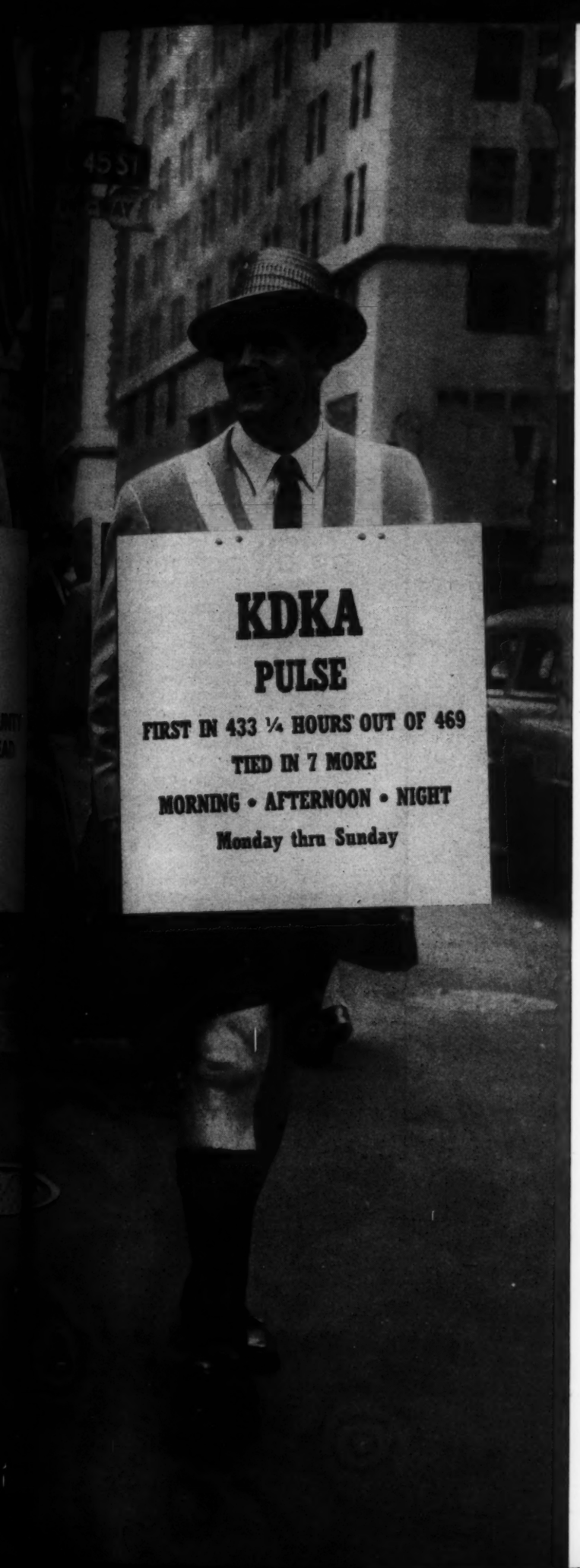
WKMH—Dearborn—Detroit
WKMF—Flint, Michigan
WKHM—Jackson, Michigan
WSAM—Saginaw, Michigan

Represented By Headley-Reed

The Community Stations

KNORR Broadcasting CORP.

KDKA
GUIDE POST
66% OF ALL FAMILIES,
ALLEGHENY COUNTY
74% OF RADIO FAMILIES
More than 12% over next station
KDKA
NIELSEN
FIRST IN 8 COUNTY
WITH 34% SHARE
FIRST IN TOTAL AREA
WITH 23.5% SHARE



KDKA AHEAD EVERYWHERE!

That's the short story these dapper lads are telling the world. And what a best-seller it is! Because KDKA makes your advertising dollars count in *every* county.

Take a look at all three and see. Whatever rating service you use—KDKA comes out on top in these latest surveys. In Allegheny County, in 4 counties, 8 counties, 15 counties, or in the entire area!

No wonder advertisers commanding the biggest audiences demand KDKA-Radio! Take advantage of these rave ratings. For availabilities, call John Stilli, Sales Manager, GRant 1-4200. Or call Eldon Campbell, WBC National Sales Manager, MUrray Hill 7-0808, New York.

KDKA—Pittsburgh

WBC

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

No selling campaign is complete without the WBC stations

If your sales are lagging in Buffalo, the nation's 14th largest market, try WGR-TV.

WGR-TV is Buffalo's "most-watched" station. For instance, WGR-TV leads in 19 of 24 quarter-hour segments from 6 p.m. to midnight.

Get complete coverage of 470,436 sets throughout rich Western New York and 443,349 Canadian sets by putting your sales message on WGR-TV.

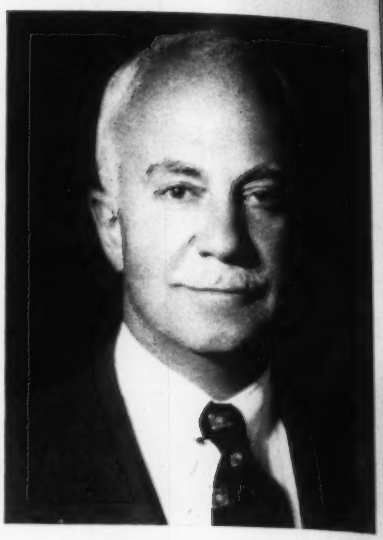
MOST BUFFALONIANS WATCH

WGR-TV

CHANNEL 2 BUFFALO

NBC BASIC

REPRESENTATIVES — Headley-Reed
In Canada — Andy McDermott-Toronto



BERNARD BROWNOLD

on all accounts

BERNARD (BIB) BROWNOLD, vice president, account supervisor and stockholder at Grey Adv., New York, is celebrating his 35th anniversary with the agency, coincident with the agency's own 38th birthday this week.

Mr. Brownold started his advertising career at McCann-Erickson as an office boy. He had completed a course at the National Academy of Design and joined the agency in the hopes that he would be able to become a commercial artist. But his artistic attempts were abandoned when his executive ability was discovered. Within two years he had travelled from office boy to assistant account executive.

One day shortly thereafter he answered a blind newspaper advertisement for an advertising "executive." The ad was from Grey Adv. He joined the firm and except for one brief period has been with them ever since. The agency then had six employes. Today it has expanded to include 385.

Among the accounts the agency handled in the early days was Orbach's, which through the agency was a pioneer sponsor on NBC Radio when it underwrote the Phil Spitalny show.

The short leave from Grey Adv. occurred when Milgrim (women's clothier), one of Grey's accounts, lured him away from the agency to be its advertising sales director for two years.

He returned to the agency in 1930 and became account executive of a number of Grey's original accounts. In 1937 he was appointed account executive on Firestone's new consumer products, other than tires and the Deltox rug Co., which today is a division of Armstrong. Both clients are still with Grey. Last year when Gruen Watch Co. renamed Grey to handle its advertising, Mr. Brownold again became the account supervisor for the account. Currently the latter participates on *Home* and *Today* on NBC-TV and *Monitor* on NBC Radio. In addition Mr. Brownold has supervised J. B. Watchbands, which sponsors *Stop the Music* on ABC-TV, Dan River fabrics, and Anchor Hocking (glassware).

Mr. Brownold affirms that "the new sense of programming is bringing radio into its rightful media position again. Every advertiser today is seriously considering and looking at radio as well as television.

Mr. Brownold has been married to the former Dorothy McGiehan for the past 18 years. They have a son, James, 9, and live in Scarsdale, N. Y. Hobbies: skiing, tennis, golf.

it's a woman's world

And Anne Hayes, KCMO's Director of Women's Activities, covers every bit of it admirably — from how you drape a picture window to when you use a pinch of marjoram. Every weekday, she's on the air with a fifteen-minute radio program and a half-hour television show. Keeping Mid-America's discriminating homemakers interested (which Anne does with ease) takes background and experience, training and talent. Of these, she has a sufficiency.

Her informative and helpful advice to women has won her an impressive list of citations — like the Foster Parents Plan Award, Advisory Board appointment for the American Women Broadcasters for the United Nations, First Honorary Member of The American Women's Business Association and special recognition from the Women's Chamber of Commerce, as well as a Community Service Award from the United Funds Campaign Agencies.

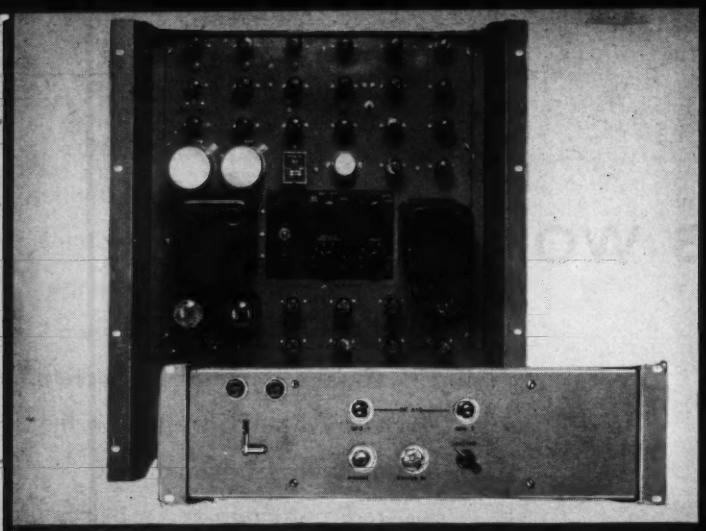
Covering a woman's world is all in the day's work for Anne. Hearing and seeing her is all in the day's schedule for women audiences in Mid-America.

kcmo RADIO TV-FM

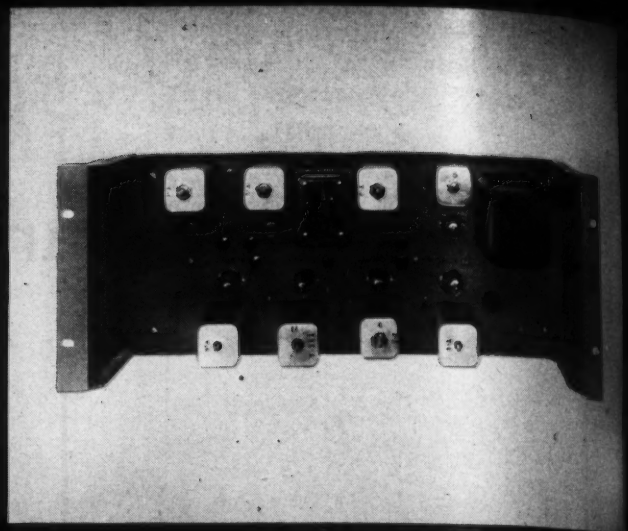
KANSAS CITY, MISSOURI

Rep: Katz Agency

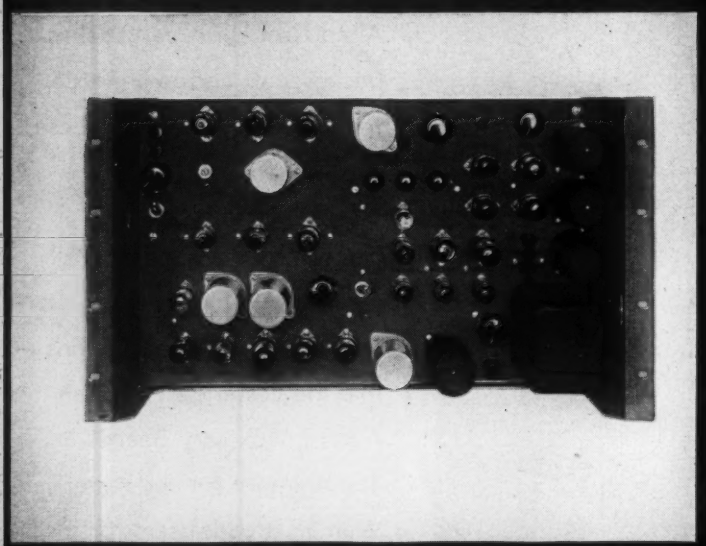
affiliated with publishers of Better Homes & Gardens and Successful Farming



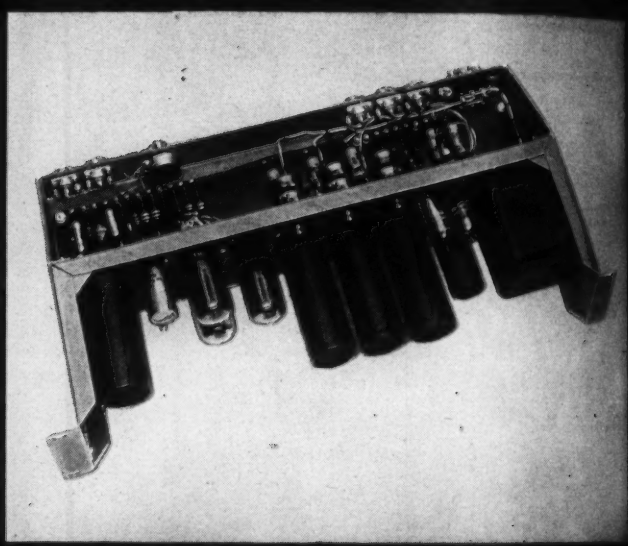
NEW STUDIO SYNC GENERATOR TG-2A (Field Generator is Type TG-12A). Combines sync generator, dot generator, Genlock, grating generator, regulated power supply—on a single chassis. Automatic Changeover Switch MI-26289 (illustrated) is a companion unit for convenient switching between two sync generators.



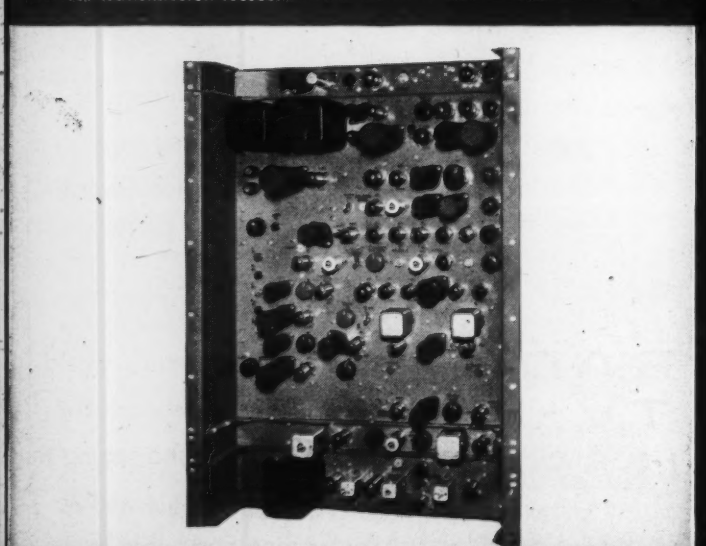
NEW COLOR FREQUENCY STANDARD MI-40201. Source of 3.58 mc color subcarrier used with sync generator to complete synchronizing function for color operation. A counter chain is included to provide means for locking the sync generator to the color subcarrier.



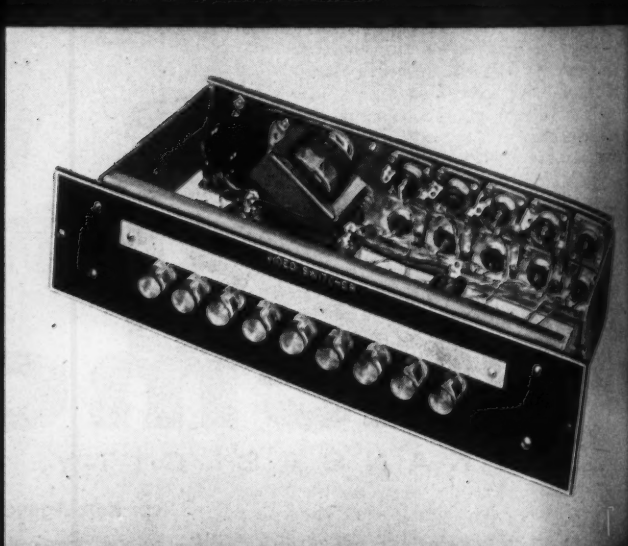
NEW COLOR STABILIZING AMPLIFIER TA-7B. In the studio, it performs all normal Stabilizing Amplifier functions—plus improved operation with the Genlock. At transmitter, it provides the white stretch required for color operation. Corrects frequency response for transmission losses.



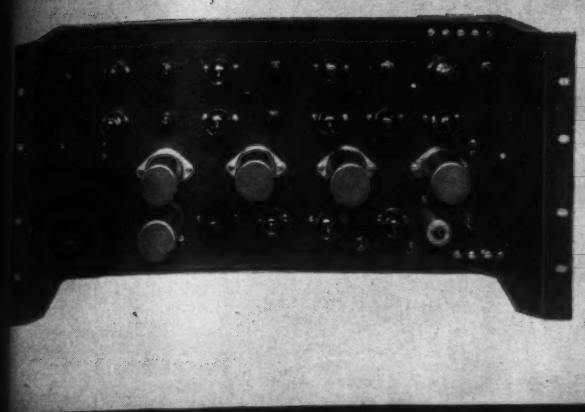
NEW PULSE DISTRIBUTION AMPLIFIER TA-4A. Regenerates degraded pulse signals. Restores rise time. Removes overshoots and spikes. Eliminates hum, surges, tilt. Provides sending-end termination for better long-line performance.



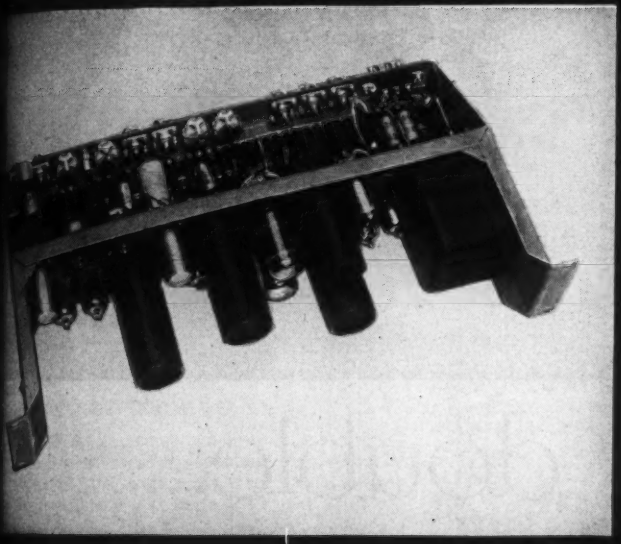
NEW COLORPLEXER TX-1B combines on a single chassis all circuits needed to produce a composite color signal from color primary signals of the live camera, film camera, or color bar generator. New Carrier Balance Control automatically corrects for "drift."



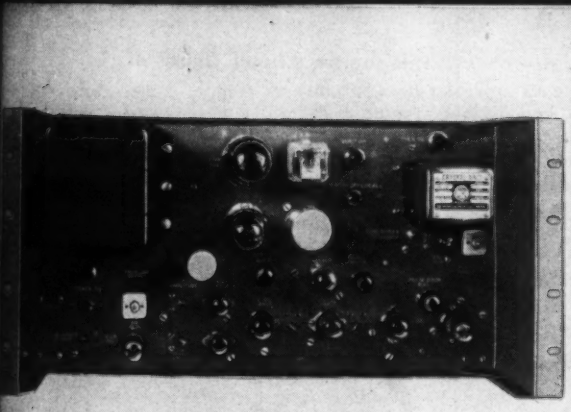
NEW VIDEO SWITCHER MI-26277. Ideal for monitor switching in announce booth, projection room, program consoles . . . wherever monitors may be located. The inexpensive means for modernizing your present switching installation.



NEW BURST FLAG GENERATOR, MI-40202A. Generates keying pulse for injecting subcarrier bursts into Colorplexer. Burst position, burst width, keying pulse amplitude are adjustable with high accuracy. A "must" equipment . . . and a companion to the RCA Color Frequency Standard.



NEW VIDEO DISTRIBUTION AMPLIFIER TA-3A. Feeds up to 3 low-impedance lines from single high- or low-impedance source. Has extended low- and high-frequency response. 40-db isolation between output lines. Excellent linearity and gain characteristics. TA-3A is good for color.



NEW COLOR STRIPE GENERATOR WA-8A. Enables you to transmit color test signals along with regular monochrome signal. Useful for receiver adjustment throughout the program day. The inexpensive "must" for TV stations planning color.

9

NEW TV EQUIPMENTS

...for better monochrome and color

Illustrated here are a few of RCA's new, improved video designs for monochrome *and* color operation *—from the most comprehensive line of television equipment in the industry.*

Engineered in accordance with the best television practice, these units are designed for progressive TV stations looking for new ways to keep picture quality "up-to-the-minute." They offer improved operating efficiency and economy. They save as much as ⅔ the rack space of previous designs.

RCA improved Video Equipments are already in operation in well-known TV stations throughout the country—on both monochrome *and* color. For complete information on the entire line, call your RCA Broadcast Sales Representative. In Canada, write RCA Victor, Ltd., Montreal.

Free technical folders on RCA Video units. Simply tell your RCA Broadcast Sales Representative the number (listed below).

Item		Cat. No.
TA-3A	Video Distribution Amplifier	B.2502
TA-4A	Pulse Distribution Amplifier	B.2504
TA-7B	Color Stabilizing Amplifier	B.86
TG-2A	Studio Sync Generator	B.3400
TX-1B	Colorplexer	B.878
WA-8A	Color Stripe Generator	B.6067
MI-26289	Sync Generator Changeover Switch	B.3402
MI-40201	Color Frequency Standard	B.872
MI-40202A	Burst Flag Generator	B.874

RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

"make mine a double... wabi and wabi-tv!"

Now *there's* a smart time-buyer for you! No chance this maitre d'hotel (name of Gus) at Hollywood's Brown Derby will ever mistake *him* for one of those peasants that wander in from Vine Street.

The young man has just given a substantial opinion on one of the best radio-TV buys in New England. You can see for yourself how the young lady is mighty proud of having latched onto a smart guy.

You'll be mighty proud of yourself, too, when you see the results WABI (radio) and WABI-TV salesmanship can conjure up for *your* products in the fastest-growing part of Maine. As Gus puts it: "the real gentlemen among my time-buying patrons always specify WABI – WABI-TV when establishing their spot advertising schedules for maximum effectiveness." He's hep, that boy is! How about you?

wabi AM TV

Represented by: George P. Hollingbery – Nationally
Kettell-Carter – New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

BROADCASTING TELECASTING

August 8, 1955 Vol. 49, No. 6

CAN WE GET 200 MORE V'S? BOLD PLAN TELLS FCC HOW

- **Idea would liberalize mileage separations**
- **To drop in channels between existing stations**
- **And give the uhf operators a new place to go**
- **FCC has drafted its own schemes to aid uhf**
- **But hasn't found anyone who wants to use them**

AN AMBITIOUS PLAN to put 200 more vhf channel assignments within reach of the nation's telecasters—or more particularly the nation's unconverted vhf sets—was handed to the FCC last week. It is the brainchild of attorneys Welch, Mott & Morgan and engineer John Mullaney.

The FCC itself has offered several stopgap plans to meet that problem. They would, variously, boost power, cut power, boost antenna limits, permit remote operation, and so on. The big drawback: nobody seems to care.

HOW TO GET 200 MORE V's

A FORMAL recommendation that the FCC liberalize its mileage separation factors in tv allocations to permit more than 200 additional vhf assignments was presented to the FCC last week [CLOSED CIRCUIT, August 1].

The plan also advocated the use of directional antennas in television.

Submitted by the Washington law firm of Welch, Mott & Morgan and consulting engineer John H. Mullaney, the recommendation is understood to have powerful backing on Capitol Hill as well as at the FCC.

The idea in essence is this:

• Present FCC rules—adopted in 1952 when the Sixth Report & Order was issued after the 43-month-long freeze—require that co-channel vhf stations be separated by 170 miles in Zone I, 190 miles in Zone II and 220 miles in Zone III. They also prohibit the use of directional antennas.

• Zone I encompasses the crowded northeastern, middle Atlantic and north central states. Zone II is all the remainder of the country except the Gulf Coast area; Zone III is the Gulf Coast area.

• However, fully half the stations in the Zone I area, for example, are separated by as much as 250 miles.

• If Zone I stations were truly separated by 170 miles, their interference-free contours would reach out only about 49 miles (for ch. 2-6) or 56 miles (for chs. 7-13).

• Since this is so, it should be possible to drop in vhf channels wherever it can be shown that no greater interference would be suffered by an existing Zone I station than it is liable to under the 170-mile rule.

• Similar reasoning would permit additional vhf assignments in Zones II and III.

In detailed computation, the report suggested that protection-free contours for Zone II maximum power and antenna height stations are 58 miles for chs. 2-6, and 64 miles for chs. 7-13. For Zone III stations, the figures were given as 68 and 74 miles for the low and high vhf band, respectively.

Adjacent channel separation, now 60 miles throughout all zones, could be lowered to 30 miles, it was said.

The plan estimated that a low powered (100 w at 500 ft.), ch. 2-6 station could be placed about 85.5 miles from an existing co-channel Zone I maximum power-maximum antenna height station without causing any more interference than the existing station is liable to from a full-strength, co-channel outlet 170 miles away.

For chs. 7-13 in Zone I, the separation would have to be 90.5 miles, the report indicated.

For Zone II, such drop-ins would have to be 93 miles for chs. 2-6, and 95 miles for chs. 7-13. In Zone III the distances would be 113 and 117, respectively, for the low and high vhf bands.

These low powered stations, however, the document emphasized, would receive heavy interference from some dominant stations. This could be overcome, it recommended strongly, by permitting the use of directional antennas to boost signal strength in the direction of the populated area, with concurrent reduction in the direction of the dominant station.

These "drop-in" stations, the recommendation explained, could use power anywhere from 100 w to 300 kw and antenna heights up to 2,000 ft., depending on circumstances.

Iterated and reiterated through the 56-page document (plus a five-page appendix and 21 charts) was the belief that the Commission need not hold rule-making proceedings to put the idea into effect.

It can be utilized immediately on a case-by-case basis, it was emphasized.

Underscored also was the belief that no change by existing stations would be required in order to adopt the plan. Stations would be untouched as to channel assignment, power and antenna height, it was declared.

In fact, it was pointed out, if viewers in interference areas still wanted to receive the dominant station, they could continue to do so by orienting their receiving antennas.

The only revision necessary is that regarding mileage separation and the use of directionals, the proponents pointed out.

This has been recommended from time to time during the last year or more as the plight of uhf operators worsened. It was suggested strongly by several witnesses testifying before the Potter subcommittee last year.

Former FCC Comr. Robert F. Jones' dissent to the 1952 Sixth Report was alluded to several times in the new plan. His prophecies regarding the fate of uhf were commended by the writers of the document.

The plan was originally worked up in behalf of Robert W. Rounsaville, owner of the now dark ch. 36 WQXI-TV Atlanta, it was learned.

However, following the tentative first research, it was realized that a major overhaul in FCC thinking on mileage separation and directional antennas was required. A full-scale study was initiated under the direction of Harold B. Rothrock, consulting engineer.

At a news conference in Washington last Thursday, Mr. Mullaney declined to specify where the additional vhf channels could be squeezed in under his plan. He did say, however, that he had checked such areas as Scranton-Wilkes-Barre, Atlanta, Buffalo and Harrisburg-York-Reading and that he was sure that all uhf stations in those communities could be accommodated with vhf channels.

Present at the news conference also was Ed Kirby, former Army radio-tv chief and former NARTB public relations director, acting on behalf of the proponents of the plan as public relations consultant.

Paying tribute to FCC Comr. Robert E. Lee for his "long-range" reallocation plan proffered at the NARTB convention last May [B•T, May 30], Mr. Mullaney suggested that the latest recommendation was for the immediate

UNFURROWED FIELDS

TO POINT UP the impracticability of the FCC's tv allocation based on hard-and-fast mileage separation, the Welch, Mott & Morgan-John H. Mullaney plan listed 153 communities which have the same number of vhf channels allocated and not yet applied for.

Forty-seven of these are educational reservations, it was explained.

Of the remaining 106 available commercial vhf channels, 49 are in communities with under 10,000 population; 37 in the 10,000-25,000 class; 14 in the 25,000-50,000 class, and six in the over 50,000 class.

The largest city with a vhf channel unapplied for is Amarillo, Tex. (pop. 74,246), it was pointed out, while the smallest city is Goldfield, Nev. (pop. 336).

future and could do much to succor ailing telecasters.

Mr. Lee had suggested a spectrum reallocation to give tv 47 vhf channels in the 60-342 mc band.

Mr. Lee is scheduled to address the first circuit meeting of NARTB in Chicago Sept. 20. It is understood he again may discuss possible allocation plans for tv.

Mr. Mullaney admitted that the recommendations submitted to the FCC last week give short shrift to uhf. "It isn't the fault of uhf," Mr. Mullaney explained, "but of the economics of telecasting, like conversions."

"This puts telecasters on an equal basis," he added. "Competition becomes one of simple programming with no artificial barriers to audience building."

Uhf frequencies can be used for other services demanding more space, Mr. Mullaney said. He suggested taxicab services as one possibility.

There have been discussions with FCC commissioners and staff members, Mr. Mullaney acknowledged. Also with congressmen and senators, he said. He declined to name them.

It was understood that among those who have been kept informed are Comr. Lee, William B. Campbell, Mr. Lee's engineering assistant; Edward W. Allen, FCC chief engineer, and Christian Rogers, engineering assistant to FCC Chairman George C. McConnaughey.

The idea has the blessing of Sen. John W. Bricker (R-Ohio), it was learned. Sen. Bricker is senior minority member of the Senate Commerce Committee.

No action is anticipated before the Commission resumes official business after Labor Day. The FCC has suspended formal meetings during August.

After the summer recess, the Commission will be faced not only with this plan, but also with petitions for de-intermixture in a number of cities.

Arguments on this plan were heard last month [B•T, July 4]. They envisage deleting the vhf channel from cities where uhf stations are now operating.

The cities are Madison, Wis.; Peoria, Ill.; Evansville, Ind., and Hartford, Conn.

There also are a dozen or more similar requests on file with the FCC. They involve such cities as Miami, Albany and Fresno, among others.

THE FCC CAN'T FIND TAKERS

SOMETIMES the wheels of the FCC grind exceedingly slow.

Not many months ago, the Commission was reaching in all directions to alleviate the plight of uhf operators. One of these steps was the liberalizing of various rules to reduce the cost of building and of operating tv stations. Another was action to permit uhf stations to gain equality in coverage with vhf stations.

The object was to help failing tv stations remain on the air and at the same time encourage the smaller investor in the smaller city to try his luck with a tv station.

But all this activity has failed to generate the results expected.

What has happened, it has become obvious to most observers, is that additional steps are needed if any progress toward the goal of low cost stations is to be made.

In the last few months, the FCC has taken the road of low power and high power operation as one means to help uhf.

The latest formal action taken by the Commission in this direction was the authorization to establish tv stations with radiated power as low as 100 w and with no antenna minimums.

Heretofore, the FCC required that stations radiate not less than 1 kw with a 300 ft. antenna in communities with 30,000 or less population.

The new rule was passed last June [B•T, June 27] and was effective August 1.

On the assumption that there should be a goodly number of low power applications either already piled high on some FCC functionary's desk—awaiting the deadline—or in the offices of Washington lawyers and engineers, B•T went scouting last week.

It found—none.

There is no application asking for 100 w tv operation at the FCC. There is none in the offices of lawyers and engineers, either.

The only interest has been more or less casual, as far as B•T could learn. There have been inquiries from clients of lawyers and engineers, but none has told his counsel or consultant to start preparing an application.

"Why not?" we asked one busy and highly regarded Washington engineer.

"Well," he remarked, "it's because, basically, it's not worth while spending $25,000 for a 100 watter when for another $15,000 you can have a real signal from a 1 kw transmitter."

"Actually," he colloquialized, "100 watts ain't hardly gonna get your signal beyond the antenna, if you want my opinion."

"Anyway," he concluded, "it's not the initial investment that bothers people, it's the operating cost. And that's about the same for a 100 watt station or a 1 kw job."

That attitude, that 100 w isn't going to give a useful coverage, seems to be the key to the unexpected lack of interest as of this moment.

This stark situation is true as of now; it doesn't mean that no one will ever take advantage of this opportunity to establish the electronic equivalent of a weekly newspaper.

In fact, FCC staff professionals are quick to admit the drawbacks. They hope that they can do other things for low power, low cost tv: eliminate the requirement for expensive monitors, sideband filters and other test gear; permit remote control so the expense of operators can be eliminated. In fact, they are eager to lend a hand in any direction in order to bring operating costs down to the minimum.

Manufacturers of low power tv gear aren't too happy about this situation, but they aren't ready to give up yet.

Ben Adler of Adler Communications Labs, New Rochelle, N. Y., chairman of the Radio-Electronics-Tv Manufacturers Assn.'s committee on satellites, is certain that a few more steps on the part of the FCC to eliminate or reduce some of the requirements that add to operating costs would be the spark that could set off a landrush for low power tv outlets.

Among the added moves Mr. Adler feels necessary is permission to use directional antennas to spray signals into the specific area where there may be 10,000 to 15,000 people without tv service. By using low power transmitters and high gain directional antennas, strong signals could be laid over the unserved area, Mr. Adler points out.

Another step, which would pare operating costs, according to Mr. Adler, would be permission to operate the tv outlet unattended—or at least by remote control. This would slice off a chunk of expenses, the New Rochelle manufacturer believes.

In fact, in order to energize Commission activity along these lines, the RETMA satellite committee is preparing a formal letter to the Commission urging just such moves. This will be filed with the Commission as soon as it is coordinated among committee members.

Sarkes Tarzian, whose firm of the same name in Bloomington, Ind., has a $35,000 package for low power, small scale uhf and vhf tv operation has had a dozen inquiries, but has had to enter the market research field in order to develop a basis for potential customers. It is too soon to determine exactly how this has turned out, but it is an indication of the lengths to which equipment makers must go these days to sell equipment.

The only low-power transmitter manufacturer who is publicly pleased with the present situation is Dage Electronics, a Thompson Products Inc. subsidiary, Michigan City, Ind. A Dage spokesman says it has one definite purchase of a low power package and has every expectation of wrapping up six more in the next four months. Dage has been active in packaging $50,000 low power, low cost tv for the military services at remote bases overseas.

The antithesis of low power is the proposed FCC rule permitting uhf stations to blast out with five megawatts. This also was proffered last June [B•T, June 21] and is based on the assumption that if 1,000 kw does not make uhf competitive to vhf in coverage, quintupling the power should do it.

Comments on the 5,000 kw proposal are due Sept. 1.

So far the only move along these lines is the grant of an experimental permit to ch. 20 WJMR-TV New Orleans to test out the possibility of raising a 1,000 kw transmitter to 5,000 kw. This was granted two weeks ago [B•T, Aug. 1]. The development will be made in conjunction with GE, which plans to try substituting four 30 kw Klystron tubes for the present four 12.5 kw Klystrons in its 1 million watt gear.

WJMR-TV is authorized 1 million watts and is due to commence such operation soon.

The only fly in the super-super power ointment is the belief in many quarters that this is too rich for uhf operators' blood. Although uhf'ers were authorized to broadcast 1,000 kw immediately on the issuance of the 1952 Sixth Report & Order, it was only three years later —in January of this year to be exact—that two stations actually began using this power. These are WBRE-TV and WILK-TV, both in Wilkes-Barre, Pa. The former was equipped with RCA gear; the latter, with GE apparatus.

The next 1 million watt station aside from WJMR-TV apparently will be the Storer-owned ch. 27 KPTV (TV) Portland, Ore., to which RCA has delivered equipment and which is in the process of readying for its peak power debut [B•T, July 4].

There have been announcements by about a dozen other uhf stations that they intend to power themselves with the maximum million-watt output, but the abovementioned are the only ones doing something about it at the present time.

WILL THEY BUY UHF?

THE REAL stickler of the uhf problem is whether or not the advertisers, through their agencies, will buy it. FCC Comr. Robert E. Lee made a week's trip to New York's Madison Ave. to find out just what the agencies' attitude is. In essence, they told him that they buy circulation, and they don't care much whether that circulation is uhf or vhf. The impressions Comr. Lee gained on that trip are explored in an exclusive interview with B•T editors beginning on

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FOUR BUY SPOT, PROGRAM CAMPAIGNS

Luden's candy, Griffin shoe polish, National Biscuit and Ballantine beer ready fall television drives. The first two have dropped network in favor of spot.

TV spot and programs were picked up last week by four major advertisers—Luden's (5th Ave. candy bar), Griffin Mfg. Co. (shoe polish), National Biscuit Co., and P. Ballantine & Son—preparing fall campaigns.

Both Luden's 5th Ave. and Griffin have abandoned participation in network tv and allocated their budgets into spot television.

For the candy bar, Luden's Inc., Reading Pa., which sponsored *Howdy Doody* on NBC-TV last season, is preparing a 10-second spot announcement which will be launched on Sept. 12 in about 90 markets. The campaign will run for 26 weeks, Sundays through Saturdays, in adjacenies to local and network children's shows. J. M. Mathes Inc., New York, is the agency.

Griffin Mfg. Co., Brooklyn, which had sponsored a portion of the *Imogene Coca Show* on NBC-TV, is using a part of that budget for an expanded television spot campaign in addition to continuing its radio spot schedule which started last April. The television spots—minutes and 20 seconds—are to be launched early in August on varying starting dates in 85 to 100 television markets. The campaign will run for approximately 13 to 18 weeks depending on the area. Griffin's pattern on spot buying is in a series of four tiers, southern markets first, followed by upper south, midnorth and north. Bermingham, Castleman & Pierce, New York, is the agency.

National Biscuit Co., in addition to its sponsorship of *Rin Tin Tin* on ABC-TV, will promote *Clubhouse Gang* three times weekly on WPIX (TV) New York and in four other major markets. The New York sponsorship starts Sept. 10 on behalf of the company's Nabisco Rice Honeys and Nabisco Wheat Honeys. Kenyon & Eckhardt, New York, is the agency.

P. Ballantine & Son, New York, has purchased its second series of tv film to start in October. The beer firm bought *Highway Patrol,* starring Broderick Crawford, in 30 markets. This is in addition to its sponsorship of another Ziv Television package, the *Eddie Cantor Comedy Theatre,* which it will sponsor in 28 markets. William Esty & Co., New York, is the agency for Ballantine.

In addition to the Ballantine deal, *Highway Patrol* has been sold to Kroger Grocery & Baking Co. through Ralph Jones Agency, Cincinnati, for use in six markets; Carnation Milk (Mission macaroni) through Taskett Agency as alternate sponsor in two markets; Prudential Life through Harris Agency for Salt Lake City, and the Pheiffer Brewing Co., through Maxon Inc., in 11 markets. The show will be sponsored in 75 markets.

WILLIAM G. MENNEN Jr. (r), executive vice president of the Mennen Co., and Leonard V. Colson, Mennen advertising director, give a product briefing to Miss Frances Horwich, founder and hostess of NBC-TV's *Ding Dong School,* which Mennen (Baby Magic, Baby Oil, Skin Magic for adults) will sponsor, effective Sept. 12. The demonstration took place during a tour of Mennen's Morristown, N. J., plant.

Grey Adv. Lady Execs Explain 'Woman's Touch'

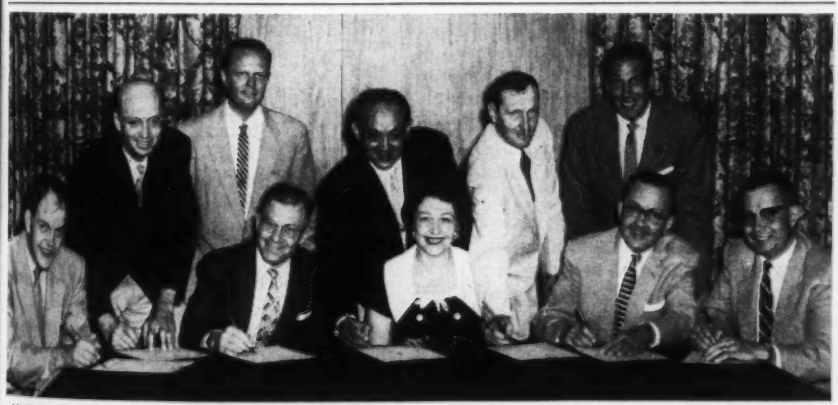
AS PART of the 38th anniversary celebration of Grey Adv., New York, four woman executives of the agency appeared as a panel—and upheld the importance of women in advertising—on the Virginia Graham *Food for Thought* show on WABD (TV) New York last Thursday.

Over a huge birthday cake, Miss Graham congratulated Larry Valenstein and Arthur Fatt, respectively president and executive vice president of the agency, on the firm's 38th birthday—traced its history from its beginning in a one-room office in 1917 to its present five-floor layout at 430 Park Ave.

Miss Graham then introduced the panel of Grey women—Mrs. Florence Oldwin, a vice president and director of women's products; Estelle McBride, a copy supervisor; Eva Hoffman, art director, and Sue Davis, television commercial writer—who were queried by a group of college girls on the theme of women in advertising. In addition, the advertising women explained how a campaign for one of its clients, Indian Head, is conceived and developed.

The women executives explained in essence to the college group that since "women buy 80% of all products it is important to have the woman's touch in advertising. At Grey there is a key woman executive in each department."

They also said that although getting a job in advertising was often up to chance, once the opportunity opened up, one must be prepared with proper schooling and work interest to be able to make her way as a woman in advertising.



KLZ-TV Denver points to this mass contract signing as proof of "the ten days that shook Denver tv." The signings shown here represent $126,524.40 in new and renewal business negotiated in one 10-day period during July.

L to r: John McLagen of Rippey, Henderson & Kostka agency signs for Serta mattress sponsorship of *Stories of the Century;* Stanley Caulkins of Stanley Furs signs for *Fur Facts;* Bob Hart, KLZ-TV local sales manager; Herman Feucht of Denver's American National Bank signs for *Eye on the World;* Victor Love and Mrs. Love, AdFilms Inc., sign for the *Dizzy Dean Show* for Denver Wholesale Meats.

Jack Mefford, Curt Freiberger agency, signs for Archway Cookies and Paint Inc.'s *Deadline;* Jack Tipton, KLZ-TV general sales manager; Curt Freiberger, president of the Freiberger agency, for American Beauty Macaroni's *Range Rider;* Durcy Ranck, Ball & Davidson agency, for Bowman Biscuit Co.'s *Dr. Hudson's Secret Journal.*

Not pictured were representatives of Mars candy and Brownie shoes, sponsors of *Buffalo Bill Jr.,* and Bardahl, sponsor of *Confidential File.*

Mutual of Omaha Buys Safety Spots on NBC Radio

EXTENSIVE three-day safety campaign over the Labor Day weekend has been purchased by Mutual & Benefit Assn. of Omaha on a number of NBC Radio programs including *Monitor.* The order effects a sell-out for *Monitor* over that weekend.

The schedule will include 30 one-minute participations on the network's new weekend service Sept. 3-4, as well as sponsorship, on Sept. 5 only, of: Kenneth Banghart news broadcast, 10:55-11 a.m.; *News With Ben Grauer,* 3-3:05 p.m.; special weather and traffic report, 5:55-6 p.m.; a sports round-up, 8:15-8:30 p.m., and an announcement on *Fibber McGee & Molly,* 10-10:15 p.m. Bozell & Jacobs handles the Mutual account.

L. A. Soap Buys Sam Hayes

LOS ANGLES SOAP Co., for its White King detergent, has signed a 52-week contract to sponsor the Sam Hayes 4:45-5 p.m. PDT newscast on 85 Don Lee, Arizona and Intermountain Network stations, it was announced last week by Norman Boggs, vice president in charge of sales for Don Lee, and William J. Tormey, vice president in charge of sales and advertising for White King. Firm last Wednesday began sponsoring two broadcasts each week on an alternating basis, Wednesday-Friday and Tuesday-Thursday. Agency is the Raymond R. Morgan Co., Los Angeles.

RADIO CHARACTERS CATCH ON, SPARK MUEHLEBACH AD DRIVE

'Clyde and Gert' came to life as a humor routine to sell a beer in the Kansas City area. They became conversation pieces overnight, and before long were in tv, newspapers and other media. And, best of all, they sold lots of Muehlebach beer.

THEY don't look like salesmen, but "Clyde and Gert," two fictional characters, have turned out to be the most successful salesmen that the George Muehlebach Brewing Co., Kansas City, Mo., ever hired.

When Standart & O'Hern Adv. Agency Inc. of Kansas City obtained the Muehlebach beer account it decided to build a radio campaign around a humorous idea, but one that carried a strong, yet friendly, sales message that always "asked for the order."

The agency created Clyde and Gert, and placed them in fantastic, humorous situations. The commercials were climaxed by the question, "Have You Tried Muehlebach . . . Lately?", which always served to solve Clyde's problems.

The campaign combined humor for its attention-getting and remembrance value with a strong sales message that asked for the order in a friendly way.

The drive was launched Feb. 17 this year in metropolitan Kansas City with a heavy saturation schedule.

Four new "Clyde and Gert" "mellowdramas" are added to the radio schedule each month. The Kansas City area campaign used stations WHB, KMBC, KCMO, KCKN, KUDL, KPRS and KIMO (Independence). It later expanded to include radio stations in the entire Muehlebach trade area of Missouri, Kansas, Oklahoma, Nebraska, Iowa, Arkansas, Colorado, Texas, Louisiana and New Mexico.

This is the original script of the "Clyde and Gert" series. It is a typical one:

MUEHLEBACH Clyde and Gert and Bank Robber Radio Spot (60 seconds)

GERT: Oh, Clyde! You're a hero!

SOUND: (BIG KISS)

CLYDE: Awwwwwwwww.

GERT: You captured the bank robber single handed.

CLYDE: Shucks, twarn't nothin' any normal, red-blooded American he-man like me couldn't do!

GERT: Oh, tell me how it happened.

CLYDE: Well, there I was . . . . back against the wall. He had two guns in each hand, and a knife in his teeth. He came closer. . . . .

GERT: And you grabbed him?

CLYDE: What 'er you tryin' to do? Get me killed? Shucks, no. I just stood there. He came closer and closer. Then he says to me: "Okay, buddy. Any last words?" So I swallows hard . . . and then —then I says . . .

GERT: Yes?

CLYDE: I pulls myself up to my full height, and I says: (TIMIDLY) "Have You Tried Muehlebach . . . Lately?" That did it. His jaw drops open. He drops the guns.

GERT: And you picked 'em up?

CLYDE: Naw. I just stood there and told him about that mild, mellow Muehlebach beer . . . that well-aged, full-bodied richness. Tears came to his eyes, and I knew I had him.

GERT: And then —?

CLYDE: Then we both went out for Muehlebach. Muehlebach beer sure does break the ice! Come on, Gertrude, me love. Let's go.

GERT: To get your reward?

CLYDE: Yep! I'm a-goin' for Muehlebach!

END

The audiences enjoyed the commercials, and the campaign became the talk of metropolitan Kansas City. That "Clyde and Gert" became conversation pieces is proven by some of the following incidents:

In June, Boy Scouts were presenting playlets for parents visiting Camp Naish, a Boy Scout camp near Bonner Springs, Kan.

One skit was about Davy Crockett. In an exciting scene, Davy was treed by a bear. Davy clung to his tree, just out of reach of the bear. As the scouts played the scene to its fullest, the audience quietly and tensely waited for Davy to escape from his predicament. Then the bear looked up at Davy and asked: "Have You Tried Muehlebach . . . Lately?"

Two "Clyde and Gert" playlets were presented in high school assembly programs; one in Kansas and the other in Missouri.

A Kansas City sorority presented "Clyde and Gert" skits as comedy routines to patients in veterans hospitals.

"Clyde and Gert" found their fans even in the confines of a federal prison. When a speech class at the Leavenworth Federal Prison was presenting a program, two class members acted out a "Clyde and Gert" commercial. The question "Have You Tried Muehlebach . . . Lately?" was amusing even to those who hadn't had any Muehlebach beer for years.

Women's groups that often find liquor and beer advertising objectionable were heard discussing "Clyde and Gert" "mellowdramas" as casually as they discuss their favorite radio and television programs.

Two of the participating radio stations, KXOL Fort Worth, Tex., and KXXX Colby, Kan., wrote to Standart & O'Hern that they were receiving several calls a day asking when the next "Clyde and Gert" commercials could be heard.

When Standart & O'Hern had a survey conducted in supermarkets four months after the campaign started, they learned that 43% of the persons questioned had actually tried Muehlebach during that time.

Sales figures prove that the series is boosting sales to new highs for the Meuhlebach brewery. With the success of the radio campaign, Standart & O'Hern also created television, newspaper, billboard poster and point of purchase material to tie in with the successful "Clyde and Gert" series.

The television series is an adaptation of the radio spots. One features Clyde and Gert and the bank robber. This is a 60-second spot using cartoon illustrations and the voices of the actors who portray Clyde and Gert on radio.

Only a portion of the "Clyde and Gert" television script is reproduced here. A comparison with the radio spot shows the adaptation.

Clyde and Gert and Bank Robber Television Spot (60-seconds)

AUDIO	VIDEO
GERT: Oh, Clyde, yer a hero!	Open on medium long shot of Clyde. Gertrude slides on, back toward us. She comes up to Clyde to kiss him at end of next line. Then she moves back slightly after kiss.
SOUND: (BIG KISS)	Cut to big close-up of Clyde for lip sync. sequence.
CLYDE: Aww	Cut to Gert lip sync.
GERT: You captured the bank robber single handed.	Cut to Clyde for lip sync.
CLYDE: Shucks, twarn't nothin' any red - blooded American he-man like me couldn't do.	Begin quick lip dissolve. We dissolve to side view of Clyde flattened against wall.
Well, there I was, back against the wall. He had two guns in each hand, and a knife between his teeth. He came closer.	Fast pan to crook. At this point, all we see is two hands holding guns pointed at camera. Slow pan up to show crook's face with knife.
GERT: And you grabbed him?	Cut to side view showing Clyde at one side of screen, and crook at other. Crook is huge, while Clyde looks like an ant beside him.
CLYDE: What are tryin' to do?	Cut to medium shot of crook, then on

Get me killed?
Shucks no!
I just stood there.
He came closer
and closer . . . and
closer . . .

next line do a two step zoom in.
Cut to profile of Clyde's head.
On next two words, guns come into scene, and touch Clyde's nose.

Newspaper ad mats are furnished to Muehlebach beer distributors. The Clyde and Gert ads tie-in with the radio campaign, and some are direct adaptations of the radio spots.

Clyde and Gert also are used on billboard posters and car cards. The posters show Clyde in situations that are similar to those used in the back bar signs and radio commercials. For instance, Clyde is shown as a baseball pitcher who has lost his control and finds himself in a spot. The catcher goes over to talk to Clyde and asks: "Have You Tried Muehlebach . . . Lately?"

In another scene, Clyde is shown hanging from a cliff edge by his fingertips. A mountain goat is looking at Clyde and asks the question, "Have you Tried Muehlebach . . . Lately?" A photo of a can and a bottle of Muehlebach beer are also shown. Tom Jennison, art director for Standart & O'Hern, created the layout and cartoon art for the posters. Embassy Art Studio of Kansas City produced the product art.

Outdoor advertising was increased in the June through September period. The outdoor campaign began with a #50 showing in June; was increased to #100 in July, and reaches a #200 showing in August and September.

According to the Traffic Audit Bureau, this will mean that the Muehlebach poster showing will be seen by 95% of the persons in the metropolitan Kansas City area, 10 years old and older, an average of 43 times each month.

Car cards, identical to the billboard posters but for size, are being used on the outside of buses and street cars in metropolitan Kansas City. These car cards appear on one out of every three buses and street cars in the city.

When material was prepared for taverns, it met with an enthusiastic acceptance and response because of the likeable characters and the strong advertising program supporting them.

For instance, there are gummed back signs that are attached to restroom doors. The one showing Clyde identifies the men's room, and Gert, the ladies' room.

A four-inch diameter button reading: "Have You Tried Muehlebach . . . Lately?" is worn by bartenders and waitresses. Bow ties picturing Clyde or Gert also are worn by tavern personnel and by Muehlebach truck drivers.

"Clyde and Gert" signs, 8" x 17" in size, are used behind the bar. These show Clyde in humorously dramatic situations.

In one, Clyde is in a boat fishing. His reel has backlashed, and he is thoroughly entangled in a mess of line. A fish jumps out of the water and asks the question: "Have You Tried Muehlebach . . . Lately?"

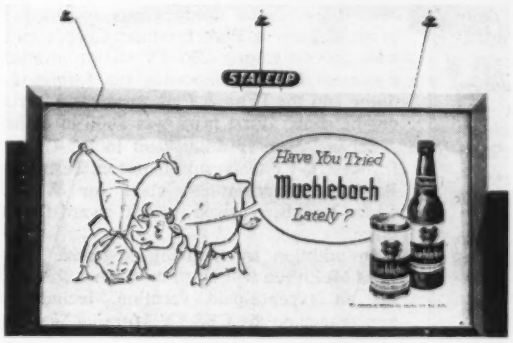
Another shows Clyde hunting bear. He is walking along very cautiously on tiptoe. A step behind him, is the bear, also creeping on tiptoe, and asking Clyde: "Have You Tried Muehlebach . . . Lately?"

Another popular item is a six-pack carton display piece showing Clyde climbing a wall on which Gert stands pointing to a six-pack of Muehlebach beer. The piece is a successful attention-getter in the package sales area of taverns as well as in super markets.

Clyde and Gert have won a huge following because they are lovable characters. They have proven their value because folks all over the 10-state Muehlebach territory are responding to Clyde and Gert's friendly invitation: "Have You Tried Muehlebach . . . Lately?"

THIS IS WHAT RADIO STARTED

WHAT BEGAN as a radio campaign quickly invaded other advertising fields. The catchy "Have you tried Muehlebach . . . lately?" slogan soon was displayed in television spots (top left), point-of-purchase displays (center left), billboards (lower left) and newspaper ads (right). And all Kansas City was talking.



LOOK!! THE BANK ROBBER'S GOT CLYDE!!
I HEAR YOU'VE GOT THE GOLD..GIMME IT!
HERE 'TIS...ALL GOLD AN' COLD AN' MELLER, FELLER!!
HAVE YOU TRIED Muehlebach ..LATELY?
I'M GOIN' FOR Muehlebach!!
GEO. MUEHLEBACH BREWING CO., KANSAS CITY, MO.

ALCOA TO TRY 'VERTICAL TV'

Aluminum Co. of America buys $140,000 in NBC-TV time during one day in December to promote Christmas products. Sponsor drops option on 10-10:30 p.m. Tuesday spot on CBS-TV.

ESTABLISHING what is believed to be the first "vertical saturation plan" in network tv, the Aluminum Co. of America has purchased all availabilities on eight NBC-TV programs for a single saturation campaign on Dec. 6 at a cost estimated at $140,000. Commercial announcements will be spotted throughout the broadcast day from early morning to late evening.

Alcoa has dropped its option on the Tuesday 10-10:30 p.m. time on CBS-TV [CLOSED CIRCUIT, Aug. 1], but is still looking for a new half-hour tv show, which presumably will be placed on a tv network later in the season.

In announcing the Dec. 6 purchase George H. Frey, vice president in charge of sales for NBC-TV, said the Alcoa advertising schedule on the network will promote "Christmas Creations of Aluminum," including 18 categories of aluminum products manufactured by more than 300 U. S. manufacturers. The "vertical saturation" plan was conceived by Fuller & Smith & Ross Inc., New York, Alcoa advertising agency, in cooperation with the NBC-TV sales dept., with Frank Chizzini as the network account executive.

The saturation campaign is designed to reach about 10 million unduplicated tv homes and deliver some 40 million advertising impressions during the single day of Dec. 6. It will be composed of two participations each on *Today, Home, Tonight* and on a new afternoon drama series, plus quarter-hour segments on *Ding Dong School* (10-10:30 a.m. EST), *The Tennessee Ernie Ford Show* (12 noon-12:30 p.m. EST), *Feather Your Nest* (12:30-1 p.m. EST) and *The World of Mr. Sweeney* (4:30-4:45 p.m. EST).

In addition to the network tv push, major department stores in 60 of the tv markets covered by the Alcoa-NBC-TV promotion will be tied in by means of an extensive merchandising campaign. Through the use of local cut-ins in each of the 60 cities, the department stores featuring "Christmas Creations of Aluminum" will obtain video identification and support from the network programs.

"We believe this precedent-making order from Alcoa may well establish a new advertising technique for television," Mr. Frey said. "The Alcoa schedule is an example of a new kind of flexibility which enables an advertiser to achieve single-day saturation keyed in with his major marketing objectives. It is also an example of our ability to hand-tailor a television campaign to meet an advertiser's requirements, no matter how unusual and unorthodox they may be."

COLOR

Advance Schedule Of Network Color Shows

CBS-TV

August color schedules not yet announced.

NBC-TV

Aug. 8. (7:30-7:45 p.m. EDT) *Matt Dennis* (Also Aug. 10, 12, 17, 19, 24, 26, 29). Sustaining.

Aug. 9. (7:30 - 7:45 p.m. EDT) *Vaughn Monroe Show* (Also Aug. 11, 16, 18, 23, 25, 30, Sept. 1). Sustaining.

Aug. 8-12, 15-19 (11 a.m.-Noon EDT) *Home*. Color inserts daily at 11:45 a.m.-Noon. Participating sponsors.

Aug. 22 (8-9:30 p.m. EDT) *Producers Showcase*, "The King and Mrs. Candle," Ford through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton agencies.

Aug. 27 (2:30-5 p.m. EDT) *Davis Cup Matches*. (Also Aug. 28, 2-5 p.m.). Sustaining.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Baseball Survey Says Fans Prefer Tv'ing to Attending

A PREFERENCE for watching baseball games on tv has been cited as one of four major reasons why some fans are staying away from major league ball parks.

This "finding" was contained in a survey conducted by Stephen Fitzgerald Co., New York public relations firm, at the request of Baseball Comr. Ford Frick. The preliminary report, based on 10,000 replies to a mail questionnaire, was outlined to officials of the American and National Leagues at their summer meeting in Chicago Monday.

Other reasons "uncovered" by the public relations firm were car parking and other difficulties in getting to the ball park, cost of attending and a dislike for length and slow pace of games. Total of 49% of those polled reported an increased interest in baseball and 39% unchanged during the past 10 years.

Simultaneously, a poll of 763 sports editors indicated that 64% felt people in their areas would support some form of toll tv to some degree.

The public relations firm said the survey is still "incomplete" but contains "a sufficient amount of material . . . factual information . . ." to enable owners and Mr. Frick to formulate "policy decisions."

Grace McElveen Winner In Lehn & Fink Contest

GRACE McELVEEN, promotion manager, WAFB-TV Baton Rouge, was awarded first prize in Lehn & Fink Products Corp.'s nationwide contest among CBS-TV station promotion managers for merchandising the *Sunday Lucy Show* and the Lehn & Fink products advertised on the show. First prize was $600 in cash.

Second prize of $300 went to W. D. Evans Jr., KGUL-TV Galveston-Houston, Tex. Robert R. Kenney, promotion chief for WMT-TV Cedar Rapids, received the $50 award for third place.

In addition to receiving first-prize money, Miss McElveen will fly to New York this month for an expense-paid vacation, including an appearance on the CBS-TV *Morning Show*.

(A&A continues on page 51)

LATEST RATINGS

PULSE

MULTI-MARKET RADIO PULSE*
Weeks May 1-7; June 1-7
EVENING

	Program Average Rating May June	Mar. Apr.
Jack Benny, Misc. (CBS)	6.1	7.0
Our Miss Brooks (CBS)	6.0	6.5
Amos 'n' Andy, Misc. (CBS)	5.5	6.7
Lux Radio Theatre (NBC)	5.4	5.8
My Little Margie (CBS)	5.4	5.8
Dragnet (NBC)	4.8	5.8
L. Thomas (6:45 p.m., M-F) (CBS)	4.5	
Rudy Vallee (CBS)	4.5	
E. R. Murrow (7:45 p.m., M-F) (CBS)	4.5	4.7
Whistler (CBS)	4.3	

MONDAY-FRIDAY DAYTIME

	Program Average Rating May June	Mar. Apr.
Helen Trent (CBS)	5.8	5.9
Ma Perkins (CBS)	5.7	5.8
Our Gal Sunday (CBS)	5.7	6.0
Arthur Godfrey (CBS)	5.6	5.7
Guiding Light (CBS)	5.6	5.8
Perry Mason (CBS)	5.6	5.9
Road of Life (CBS)	5.6	5.7
Nora Drake (CBS)	5.5	
Wendy Warren (CBS)	5.5	5.6
Make Up Your Mind (CBS)	5.4	
Rosemary (CBS)	5.4	
Second Mrs. Burton (CBS)	5.4	5.7
Young Dr. Malone (CBS)	5.4	5.6

SATURDAY & SUNDAY DAYTIME

	Program Average Rating May June	Mar. Apr.
Gunsmoke (CBS)	4.1	4.0
Romance (CBS)	3.8	
Robert Q. Lewis (CBS)	3.6	3.7
Masquerader (MBS)	3.2	
Rin Tin Tin (MBS)	3.1	3.6

* Weighted Program Average for 19 Regular Pulse Markets.

VIDEODEX

Top 10 Tv Programs
June 25-July 1, 1955

	Name of Program	Cities	Tv Homes %
1.	Toast of the Town (CBS)	141	34.8
2.	I Love Lucy (CBS)	139	33.9
3.	George Gobel (NBC)	144	33.6
4.	G. E. Theatre (CBS)	128	03.8
5.	$64,000 Question (CBS)	125	31.6
6.	Best of Groucho (NBC)	145	30.7
7.	Dragnet (NBC)	128	30.6
8.	Wednesday Fights (ABC)	89	30.4
9.	TV Playhouse (NBC)	116	30.2
10.	Robt. Montgomery (NBC)	99	29.9

	Name of Program	Cities	Tv Homes (000)
1.	Toast of the Town (CBS)	141	12,328
2.	I Love Lucy (CBS)	139	11,521
3.	George Gobel (NBC)	144	11,009
4.	G. E. Theatre (CBS)	128	10,560
5.	Best of Groucho (NBC)	145	10,457
6.	Dragnet (NBC)	128	10,446
7.	$64,000 Question (CBS)	125	10,427
8.	TV Playhouse (NBC)	116	9,833
9.	Ford Theatre (NBC)	166	9,691
10.	Climax (CBS)	117	9,456

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NIELSEN

Top 10 Television Programs
Two Weeks Ending July 9, 1955
Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	I Love Lucy (Philip Morris) (CBS)	12,963
2.	Toast of the Town (CBS)	11,250
3.	$64,000 Question (CBS)	10,381
4.	Lux Theater (NBC)	10,214
5.	Robt. Montgomery (Amer. Tob.) (NBC)	9,430
6.	I've Got a Secret (CBS)	9,240
7.	Dragnet (NBC)	9,221
8.	Disneyland (ABC)	9,130
9.	Ford Theatre (NBC)	9,085
10.	GE Theatre (CBS)	8,681

Percent of Tv Homes Reached, Program Station Basis

Rank	Program	Homes %
1.	I Love Lucy (Philip Morris) (CBS)	38.8
2.	Toast of the Town (CBS)	34.3
3.	Lux Theatre (NBC)	33.8
4.	$64,000 Question (CBS)	32.1
5.	Robt. Montgomery (Amer. Tob.) (NBC)	28.8
6.	Wednesday Night Fights (ABC)	28.8
7.	I've Got a Secret (CBS)	28.5
8.	Dragnet (NBC)	28.1
9.	Ford Theatre (NBC)	27.8
10.	Disneyland (ABC)	27.7

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BALTIMORE

TELEVISION LEADERSHIP

CBS TELEVISION

In all segments of the broadcast day, Television leadership in the Baltimore market means WMAR-TV, pioneer video station of The Sunpapers of Baltimore. This leadership adds IMPACT, PRESTIGE and AUDIENCE to your advertising message, with resultant action at the point of purchase. In Maryland, most people watch WMAR-TV.

QUARTER-HOUR FIRSTS IN JUNE*

In the week of June 4-10, inclusive, WMAR-TV led the rating parade in more quarter-hours than Baltimore's other two stations combined. The score:

WMAR-TV . . . 231

★ ★ ★

STATION B . . . 142.5

★ ★ ★

STATION C . . . 72.5

WMAR-TV also led the list of "Top Ten" programs in June . . .

6 out of First 10 Programs in Baltimore are on . . .*

WMAR-TV

CHANNEL 2

REACHES MORE

In Baltimore

*Based on June, 1955, survey of the American Research Bureau, Washington, D.C.

Sunpapers Television • Baltimore, Md.

Television Affiliate of The Columbia Broadcasting System

Represented by THE KATZ AGENCY, Inc., New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

greater Nashville watches channel 5

Spots are available on "Cartoon Carnival," producing ratings as high as 16.8, with an audience that's growing daily. Further details from The Katz Agency, our National representatives.

the CBS outlet for 62 Tennessee and Kentucky counties reaching a quarter of a million tv families—a billion dollar market—with Nashville's highest towered, maximum powered equipment. In addition to complete coverage of Nashville, WLAC-TV delivers a consistently clear signal to an area that's "fringe" to others, "basic fabric" to Channel 5. This exclusive WLAC-TV bonus area produced $247,718,000 in retail sales last year.

WLAC-TV

100,000 watts • Channel 5
CBS Basic Affiliate
Nashville, Tennessee

THE ADMEN TELL LEE

BE IT U OR V, WE BUY CIRCULATION

FCC COMMISSIONER Robert E. Lee had heard many references to the "Madison Avenue Philosophy." He wanted to find out what it meant, so he packed his bags and made a one-man tour of advertising's most famous street. It was an informative trip. Back in Washington, he sat down with B•T editors and told what he'd learned. Here are his recorded impressions.

Q: Mr. Commissioner, we understand that you spent a week on a safari to deepest Madison Avenue. Did you find the natives friendly?

A: Yes, indeed, I found the sidewalk jungle very receptive.

Q: Could you understand their peculiar language without an interpreter?

A: I found, like most things, that there is less mystery there than one would expect. I picked up a few new phrases and I suppose I can now qualify as a semi-expert.

Q: Do you want to roll this all up into one big ball of wax for us today?

A: I'd like to. My reasons for taking this little jaunt were primarily the pending rulemakings on deintermixture in various places in the country. I was intrigued, during the oral arguments, by the many references to the Madison Avenue philosophy, the attitude of Madison Avenue, the discrimination, if any, against uhf, and so on. I found no one who had talked directly to these men behind the scenes who divide up the dollars, so I thought it would be helpful to me to pick up some real on-the-ground background.

Q: Did you find that there is a Madison Avenue philosophy? That they live in a little world all their own?

A: I expect that if there is a Madison Avenue philosophy it can be summed up by saying that since they're spending their clients' money they are interested in getting the maximum circulation for minimum cost.

Q: That's cost-per-thousand?

A: Cost - per - thousand is one phrase. For example, they explained to me that for a particular product in a particular market the only possibility of sales might be in the urban area. Therefore, if there is a vhf station that has coverage well out into the rural area and a uhf station with good urban area coverage, under those conditions they would prefer the uhf station if the hourly rate was consistent with that coverage.

Q: What sort of product would that be? Did they give you some examples?

A: It might be some of the modern soap powders that farm families just don't seem to use. Automatic dishwasher detergents, for example, and many other products not necessarily for the rural market.

Q: Then, in that case it would be cost-per-thousand prospects rather than cost-per-thousand viewers, would you say?

A: I think that might be so. I was very much impressed with the simplicity of this business and also with its physical arrangement. I heard some reference to the fact that the advertising industry, while operating in the largest city in the world, in a sense could be said to operate in the smallest city in the world. Within a space of some two or three square blocks you find all of the people who handle something like 70% of all national advertising.

Q: Both network and national spot?

A: Right. You can reach them by walking across the street or around the corner or going up in an elevator. It's all very highly concentrated. Also, I expect that probably 75% of that 70% is placed by perhaps the ten top firms in the advertising agency field.

Q: Did you visit the ten top agencies?

A: I visited every major agency and quite a number of the others. I can't identify them for you because I told them at the time that I was just interested in background and wanted facts rather than guarded quotations. I didn't even take a note of the names or the addresses because I didn't want to have them feel they had to be restrained in their conversations with me. My concern was probably not necessary. I think I had an idea that there was something real mysterious about this business, but I found no mystery at all. It's just a question of people trying to sell a product and using their best judgment to put the limited number of dollars in the place where they hope it will get the maximum return.

Q: Did you talk to the presidents, the top executives of the agencies, or . . . ?

A: No. I went to the—I don't know what echelon it might be—but I went to the men and women who actually were on the telephone placing this advertising—the timebuyers. I thought they

For 3 Solid MONTHS Now...

LOCAL BUSINESS Hits NEW HIGH on KRNT, DES MOINES!

Yes — for three straight months, local business has hit a new all-time high in dollar volume and in number of accounts on KRNT, Des Moines. Repeating — the biggest local weekly billings in the history of this very successful station, regardless of year or season, have been racked up in the last three months. Much of this gain was made in nighttime sales, with 66 shrewd advertisers buying nighttime radio on KRNT.

KRNT has proved that it can sell anything from aspirin to swimming pools . . . from diamonds to cake mix. No wonder! This is the station with the fabulous personalities that sell for you . . . the station that's the Hooper and Pulse leader in Des Moines — morning, afternoon and evening.

If you're not selling like you know you should in Iowa, take a tip from the many KRNT sponsors who must have cash register results the very next day . . . put your chips on KRNT-CBS, the BASIC BUY in Iowa.

KATZ HAS THE FACTS ON HOW YOU, TOO, CAN GET THE "LOCAL SELL"!

On the Air NOW! FULL POWER

KRNT-TV

Channel 8, Des Moines

● It's big news for Iowa viewers and big news for you if you sell in Iowa . . . KRNT-TV is now on the air with all the big, popular CBS television shows that have led Central Iowa ratings for years...PLUS the favorite local personalities with established audiences and proved power to move merchandise!

● Your Iowa campaign starts with Des Moines and KRNT-TV, so call Katz now and discuss availabilities on the showmanship station in Des Moines, KRNT-TV . . . affiliated with highly-Hooperated KRNT Radio and the nation's largest legitimate theater, KRNT Theater.

KRNT AM TV Channel 8 in Iowa

JACKIE GLEASON

LUCILLE BALL

HERB SHRINER

ROBERT CUMMINGS

JACK BENNY

ARTHUR GODFREY

ANN SOTHERN

GARRY MOORE

ED SULLIVAN

EDW. R. MURROW

ROBERT Q. LEWIS

KATZ HAS ALL THE FACTS—FULL POWER 316,000 WATTS

would have the picture and I was quite delighted at their tremendous knowledge and their grasp of each particular market. They had statistics at their fingertips and I'm convinced they're a very efficient group of people.

Q: How many advertising agencies did you visit in all?

A: I would guess possibly 15.

Q: And how many station representatives?

A: Probably about eight or nine.

Q: What were the main questions that you put to the agency people and what would you say were the common answers you got?

A: I found some differences of opinion but I was concerned primarily with how did they decide where they would put this money. The money for advertising originally comes from the firm which manufactures the product which has an advertising budget for the ensuing year. They have an advertising department. They earmark a certain amount of money for advertising and the department decides how much will go into the various media. Then the advertising agencies get into the act and they develop these campaigns.

RESISTANCE, NOT PREJUDICE

I asked all of them whether or not there was any particular prejudice with respect to uhf. While there were differences of opinion, I would say that the word "prejudice" was probably not a wise choice. My impression is that there is some sales resistance to uhf, not on the part of the advertising agencies, but perhaps the companies. It might be summed up by saying that where uhf is used they sometimes require a little more of an explanation than for vhf because there is the general feeling that the vhf station has greater coverage. But in many instances, despite this, uhf is still a good buy.

Q: Did you find any particular formula for using uhf?

A: No, I did not. It varied with the product and with the relative markets that the advertiser was interested in. I did find that apparently nobody has enough money to cover all markets. A campaign to reach only the first 30 or 40 markets calls for a very high expenditure. I think they told me they divided the country into about 240 television markets, but I didn't find anyone who knew of any individual tv campaign that reached more than 100 markets. I was impressed at the fact that a good many of them indicated that know-how and good business management meant a lot when they selected a station, whether it was uhf or vhf.

Q: Could you interpret that? What did they mean by good business management?

A: I think that there was a little bit of an impression that some of the u's who were in trouble could do more to help themselves, I assume primarily through some original programming or better programming, or better business practices. Basically it gets back to circulation—or as my broadcasting friends tell me, the worst that can happen to a piece of music is that it never be heard and the worst thing that can happen to a tv picture is that it never be seen.

Q: Do you feel that you can do a better job in dealing with the uhf-vhf problems that reach the Commission now that you have gotten this first-hand knowledge of the business side of broadcasting?

A: Yes I do think so. As a matter fact, I now intend next to look into the technical comparisons between a uhf and a vhf receiving set. I'm somewhat confused at this point and I hope that before Labor Day I can go into some market where both u's and v's are in existence. I want to talk to the dealers and the repairmen. I want to see how many sets they repair and how many of them are u's and how many of them are v's, what technical advantages or disadvantages does either have, how much more it costs a year to maintain—that sort of thing.

I hope shortly to present to the Commission some concrete proposals, not necessarily a Lee plan, but rather a compendium of the best advice I have been able to find. I have sought engineering advice as well, looking toward suggestions for possible reallocations.

Q: There has been a good deal of misunderstanding about conversion costs. Do you think you can clear things up by such a visit?

A: I would like to if I could. I'm afraid that I might run into the same problem that I suppose other people have and that is that the situation varies in different places in the country. I understand Miami and Norfolk-Newport News are handling conversion very cheaply, while in other places it runs a lot higher, so I don't know how conclusive a story I can get from a visit to one market, which is all I'll have time for. Even so, I think I'll learn enough to make it worthwhile.

Q: Going back to the Madison Avenue trip, on matters such as the uhf problem before the Commission, would you say that you would advocate soliciting comments of agencies and advertisers who are using these media?

A: I'm not so sure that would be of much help, because it gets right back to this proposition of where the circulation is. If they think that the u has a circulation there's no hesitancy in using it and I don't think they care much whether a market is u or v. They'll use whatever means they can to get into the market. I couldn't get much help on whether or not the advertising dollar would be at least partly weaned away from tv in all-u markets, in favor of perhaps newspapers or some other medium. I couldn't tie that down. The only answer I got was that where there is circulation and the cost is right the buyers will use whatever means there is to get into the market.

Q: On that very point, what about the proposal of Commissioner Doerfer dealing with major market conversion to all uhf, leaving vhf to serve the smaller markets, the outlying and what he calls, the peripheral areas. Would you say that the Madison Avenue concept coincides with Mr. Doerfer's approach?

A: I don't know as it would make any particular difference to them, if the circulation was there. At first blush, a proposal like John's seems pretty unreasonable, but you think about it a little bit and you say: "Well, is the government going to do something about uhf and if it is why not go whole-hog and really convert the biggest markets?" That's one side of the coin. The other side is how to explain to eight million people why they have to spend another hundred dollars and obsolete every vhf set they have. I don't know the answers but I'm certainly going to give John's suggestion the same consideration that I would any other.

Q: Can we assume, then, that you agree with both Comr. Doerfer and Comr. Hyde on the importance of the economic aspect of television allocations?

A: Yes. I don't see how it can be ignored. I think it is a factor we'll have to take into consideration continuously, despite the fact that the tendency over the years has been that this is something we perhaps shouldn't get into. It's something I would rather not get into as a free enterprise problem, but I don't see how we can avoid it in this particular situation. In other words, if there is a way to get another channel into a particular market my thinking at this time would certainly indicate that I want to know whether or not that market would support that additional channel.

The real and sole responsibility of the Commission, it seems to me, is: Will the addition of a new station improve the present service in the area, or will it so financially weaken the present operators, that deterioration of the existing service is threatened? The overriding consideration is to see that the public in every area gets the

most diversified and efficient television service economically and technically possible.

Q: A decision doesn't necessarily have to be based on that knowledge, but you want that knowledge?

A: That's right. It's another factor.

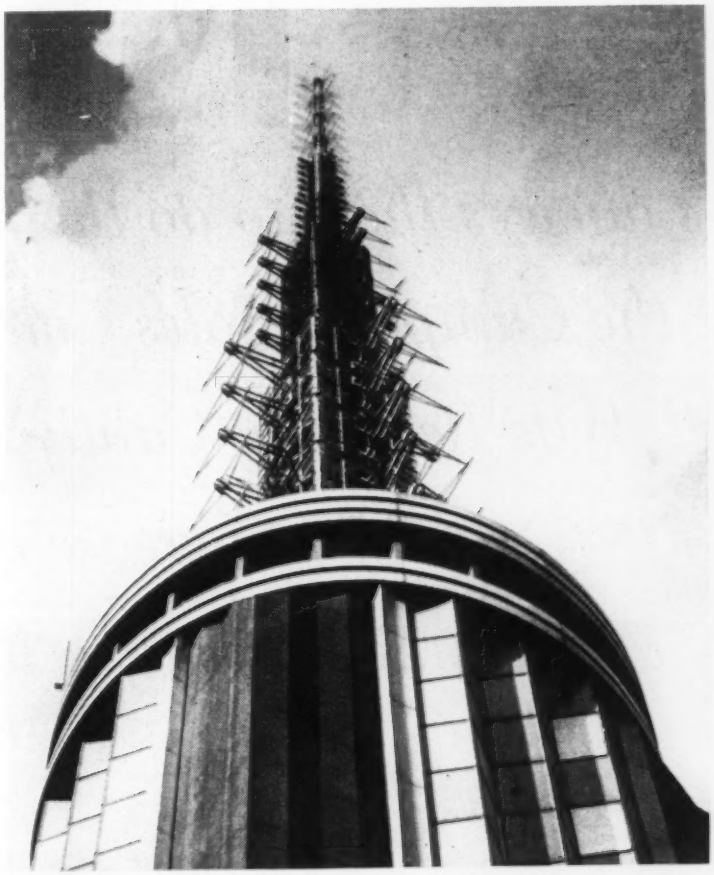
Q: It's my understanding that the Commission has always said: "If from an engineering point of view you can get another station on the air in a certain market, we have no concern with the economics of the situation." Do you mean that if someone came to you and said, you can put this channel here and it won't interfere, that you might deny that application if in your judgment the market wouldn't support another station?

A: Speaking solely for myself, I think that I would certainly give that consideration. In other words, you might have a market with two or three channels operating and if we could put another one in I would want to know whether by dividing up whatever revenue there is now you might wind up at some future period with less than you started with before you put the new channel in. It doesn't help to add a new station if that addition takes enough income away from the stations already there to give them all trouble.

I do not want to be misunderstood on this point. I will not encourage monopoly or discourage free enterprise. I merely expect to consider economics consistent with the overall public interest.

Q: Where you have a market that now has two uhf stations on the air and somebody found a way to drop in vhf, wouldn't that be the kind of situation you're thinking of?

A: Yes. If it demonstrably indicated that one of the u's was going off the air as a result of the new v going in you'd have a very serious question as to whether or not that fellow who has the existing u shouldn't be given some preference for the prospective v. At least to the extent of filing a competing application for a comparative hearing.



SHOULD THESE V'S GO U? New York's seven vhf antennas atop the Empire State Bldg. would be converted to the ultra high band under FCC Comr. John Doerfer's major-market conversion plan. Would the agencies care? Not if the circulation is still there, says Comr. Lee, who adds that he'll give this idea the same consideration he'd give any proposals aimed at finding a solution to the problem.

Q: Isn't that getting into the public utility theory?

A: Maybe so. I do not know that the public utility question is necessarily raised in this situation. Now, I am likewise not convinced that the fact that a v goes into an existing u market automatically and per se means the end of the u's. That certainly isn't necessarily so.

Q: Did you specifically ask your advertising agency people what they thought about deintermixture?

A: Yes. I think that it might be said that they felt that if there had been deintermixture in the original allocation we would all be better off, but that the dislocations of unscrambling that egg now would make it a pretty difficult problem. In essence, I think it could be said that they didn't particularly care, as long as there was an outlet to the people.

Q: If they get the circulation they don't care . . .?

A: They don't care whether it's u or v as long as the circulation is there.

Q: Based on your impressions obtained from talking with the agency buyers and your obviously considerable technological information obtained from your couple of years at the Commission, what would you say were the chances of working out a practical system based on the existing allocations plan?

A: I think a practical solution within the broad area of the existing allocation plan is feasible and I hope to pass on some specific suggestions, which I am not prepared to discuss at this time, to the Commission.

Q: Mr. Commissioner, have you come back from your Madison Avenue trip feeling that the problem is not insoluble and that the economic wherewithal is there for both u's and v's?

A: I would say that I do not see a solution to the problem if a solution means that we guarantee all existing operators that they're going to either get in the black or remain in the black. I think that whatever steps we take we are going to make somebody unhappy, and by not doing anything I think we would make everybody unhappy. I think that this is one of the situations where the Commission as such isn't going to win.

Q: Would you say, then, that you feel some sort of action is indicated but you also recognize that it is not the function of the Commission to assure a profit for everyone who might be authorized by this Commission?

A: That's right. Some steps are indicated. I am very frank to say that over the period of the last month or so my mind has changed on certain aspects of this three or four times, but I think when it comes time to settle these things I'll be pretty firm, at least in my own mind, as to what should be done.

Q: That last answer you gave, doesn't that conflict with the point you made that you think the economic situation of

NICE

it's always there to do the heavyweight

the Campana Sales Company chose

sell Ayds Reducing Candy during their

a 59.7% increase in sales. And

what counts most is a healthy sales

thing about network radio . . .

selling. Of all the ways to advertise,

the CBS Radio Network exclusively to

slimmest selling season. Result:

no matter how you measure media,

FIGURE

Morning segments of CBS Radio's Arthur Godfrey Time tipped the scales for Ayds. And of the resultant sales gain Campana wrote, "All in all, we feel that you have paved the way to give us our biggest year for Ayds through 1955." To assure this end, Campana has wisely elected to continue on the CBS Radio Network through the heat of summer competition.

a market should be considered among other things?

A: I think I would consider it on a basis of new applications going into a market. I think there would be a difference when you're looking at an existing situation and you're going to say that somebody is losing money here and we've got to do something to make sure that he doesn't, as contrasted with the fellow who is trying to get into a market where perhaps a couple of stations are now doing all right.

Q: Then you don't think you'll upset the present situation, the present allocations, but when they want to drop in new channels . . . ?

A: I wouldn't upset the existing situation primarily on economic grounds.

Q: Mr. Commissioner, isn't the primary consideration service to the listening-viewing public, service to the citizens who have spent anywhere from $199 up for their tv sets? If the stations go bankrupt and go out of business the public is left with a piece of furniture that's not much good to it?

A: I think that's quite true. If you start with the premise that vhf is superior to uhf, you say to yourself what right do I have to deny vhf service to citizens of any particular community because there are existing u's there who might be troubled by a new v? Then, on the other side of the coin, you ask do I serve the public interest by putting in additional v's if I am convinced that the u's are going to go out of business because of this and in the final analysis you wind up with less of a choice of service to the public? Now, there's no complete answer.

SOUVENIRS OF MADISON AVE.

- **No strong objection to uhf per se.**
- **Uhf o.k. if circulation, price are right.**
- **Stations can help selves, agencies feel.**
- **Better programs might mean better sales.**
- **De-intermixture would have helped.**
- **But would be pretty hard to put in now.**
- **Allocations can't ignore economics.**
- **But FCC can't guarantee profits.**
- **Goal must be best possible service.**

Q: On that sort of approach, wouldn't you give the existing u's some sort of priority in the way of application for the drop-in v's that have become available in the market? Wouldn't the decision finally be made on the basis of public interest, which includes economics?

A: That's right. I don't know just how far I'd go, but I would certainly want to give preference to an existing u which became an applicant for a new v if it was available, if I was convinced that he was a good operator but couldn't make the u go for reasons beyond those of management, assuming of course, that this could legally be done. If it went as far as a comparative hearing, I would certainly put a lot of weight on the side of that u fellow in the various factors that we compare. Naturally, this is assuming that I was satisfied he was a good operator.

Q: Is this conversation tending in the direction of the hope that more vhf channels can be found and utilized and perhaps the number of u's reduced by that same amount?

A: I've been hopeful right along that somebody could do something through reallocations. I've been hopeful that the military could help us out a little bit. I understand the Senate Committee is looking at that. Perhaps the present allocations plan isn't as good an answer as is possible. I would like to see additional channels made available and my staff is looking just like many other people.

Q: Where will they come from?

A: That's the question. I certainly don't want what I've said to be construed as meaning that I'm ready to give up fm. I'm going to hang onto that. I would be against a raid on any particular service. I think there is a way that the appropriate government officials, perhaps at a higher level than the FCC, could really study this matter. There just might be a way we could get additional v's.

Q: Are steps being taken to do something about that?

A: I've been pretty hopeful about the Senate Committee. I think Sen. Magnuson was on the right track when he asked these engineers to kind of look at the thing. I hope that they can get something started pretty soon.

Q: Do you mean the *ad hoc* committee?

A: Yes.

Q: Is this your personal opinion or do you think there are other members of the Commission who think along the same lines as you do?

A: No, this is strictly my own thinking. Actually, what it amounts to is thinking out loud. I hope that we'll have a series of meetings on these matters shortly after the recess. I'll express my views and I hope they'll be given some weight. I'll certainly listen to the others and I'd go a long way toward modifying my views in order to get a good firm solid Commission determination. I'd hate to see a bunch of separate views, although it might come to that.

Q: I have another question that I've been waiting to ask some Commissioner directly. The Commission has taken a lot of action recently to help uhf—100 watt stations, 5 megawatt, boosters, the 5-mile rule—you know all of them. This isn't going to accomplish anything. Even when you add them all up, a uhf station is still going to have a difficult time of it. What, then, is the purpose of all this activity on behalf of uhf?

A: It's an effort to try everything, to see what can be developed. I don't know about the 5 megawatt proposal; I'm not an engineer; I don't know of the existence of a transmitter of that power. I think there might be some engineering questions as to whether or not it will do what they say.

I think in that connection that in trying to equalize competition, let's say between uhf and vhf, we permit the u 5 megawatts, the v maybe 50 kilowatts. The very investment that each of them has to make again tends to de-equalize that competition, since the u has a much larger investment. So there he is back behind the 8-ball again.

Q: Would you say that on your trip to wildest Madison Avenue, you found that they weren't all wildcats—that maybe they were hepcats in this business?

A: I thought they were a pretty bright bunch of fellows and girls, a rather young age group, as a matter of fact, and full of dynamics. As a matter of fact they looked much more like the movie version of the busy timebuyer than I expected them to.

33,736 *interviews in* 14 *hours!*

KONO San Antonio's leading independent, completed a coincidental automobile-listener survey at 10 traffic light locations, June 19-25.

Here are the facts:

INDIVIDUAL STATIONS SHARE-OF-AUDIENCE

	5-7 AM June 20	7-9 AM June 21	9-11 AM June 22	11 AM - 1 PM June 25	1-3 PM June 19	3-5 P.M. June 24	5-7 PM June 23
KONO	31.96%	29.85%	37.79%	34.49%	31.06%	26.59%	25.53%
Station A	11.44	6.56	6.23	11.84	9.29	10.47	10.79
Station B	10.85	12.35	12.34	5.85	12.83	8.33	12.51
Station C	3.23	1.83	2.60	2.74	3.81	3.06	3.80
Station D	18.76	20.51	23.51	18.36	18.68	22.69	18.03
Station E	2.20	1.54	1.43	2.00	2.84	2.06	2.74
Station F	7.77	7.21	3.77	9.55	12.65	13.90	9.68
Station G	7.77	9.41	4.55	8.66	4.42	8.32	8.46
Station H	6.02	10.74	7.78	6.51	4.42	4.58	8.46

For Complete Information and a Personal Survey Copy, Contact

H. R. Representatives, Inc.*
Clarke Brown Co.
or
KONO

**After August 15*

RADIO'S BULLISH ON WALL STREET

BACHE & CO.'S NEWS AND MARKET PROGRAMS GO AFTER (AND GET) THE INVESTOR'S DOLLAR

A FORMIDABLE segment of the country's middle-incomed holds ownership in the many corporations which run U. S. business and industry.

With this in mind, Bache & Co., second largest firm among investment brokers and underwriters, has built an advertising-public relations program that seeks to reach the greatest number of the public in the fastest, most flexible way possible.

Bache tried radio three years ago, was satisfied with it, continued to use it and has all intentions to increase use of it.

There is the try-it and then forget-it approach to radio, and there is the Bache way. Bache thinks of radio as a dynamic salesman and also as a showcase, i.e., presenting the firm as the public's financial representative and servant.

In a short radio association, Bache already has carved these benchmarks:

• An advertising program that puts into radio about 50% of a more than half million dollar total budget. The overall budget will be increased an estimated 25% next year, with radio allocated some 60%. (Between 25-30% of the budget goes into newspapers, perhaps as much as 8% in national magazines.)

• A live radio report from Geneva last month on the possible effect of the four power conference on world events and the U. S. economy.

• When a 10-day newspaper strike in New York in December 1953 shut down six major news dailies, Bache stepped up its radio schedule, buying three additional five-minute news reports per day on WOR. These three and Bache's regular five-minute news program all had commercials deleted during the strike period.

In a wrapping up of all of Bache's radio activity, it becomes obvious why the company now is considered along Wall Street to be the most air-minded among brokerage houses. Bache sponsors a five-minute, daily news summary—dealing with stocks, bonds, loans, Federal Reserve Board actions etc.—on nine radio stations. Also, it has been a user of overseas radio for the past 25 years, beaming daily market quotations via short-wave on WGEO Schenectady, N. Y., and WRUL Boston. Bache supplies financial news to the Voice of America and the Armed Forces Network and buys time for stock prices and market commentary on Radio Luxembourg, and, to make the saturation complete, feeds via radio (United Press) all ships at sea.

Radio has caught Bache's advertising fancy because of the "after dinner," companion approach as contrasted to a more "distracting" appeal of a television show.

COMMENTATOR Henry Gladstone (l) broadcasts a market analysis interview on the *Today's Business* program over WOR New York with (l to r) Harold Bache, senior partner in Bache & Co.; Edward McCormick, president of the American Stock Exchange, and Keith Funston, president of the New York Stock Exchange.

THE DAY'S quotations are gone over by Henry Gellerman (l), Bache director of advertising and public relations, and Martin Gilbert, market analyst and news writer with the investment brokers.

The association permits Bache to emphasize a sophisticated approach in its advertising, creating a word picture of personal honesty and conviction, while selling its services to the public.

Thus encouraged, Bache now is adding WIP Philadelphia and, in the fall, KHJ Los Angeles to the nine radio outlets already carrying its nightly news program.

The heartbeat of this far-flung financial operation—Bache operates a string of more than 70 offices in key U. S. cities as well as its overseas branches—is at 36 Wall Street, New York City.

At this headquarters and information center, a market analyzer writes a news script that is relayed to WOR New York where Henry Gladstone conducts the *Today's Business* program. This script also is teletyped by Bache to its offices in nine cities and sent to stations there. The five-minute summary of business and financial news, sponsored and prepared by Bache, is on WOR; WGAR Cleveland; WGBS Miami; WGN Chicago; WOAI San Antonio; WBBM Boston; WTOP Washington; WCAU Philadelphia and WGBI Scranton, Pa.

The man overseeing this growing radio operation is Henry Gellerman, director of Bache's advertising and public relations. Much of the material for the news scripts is supplied by Martin Gilbert, a market analyzer with Bache.

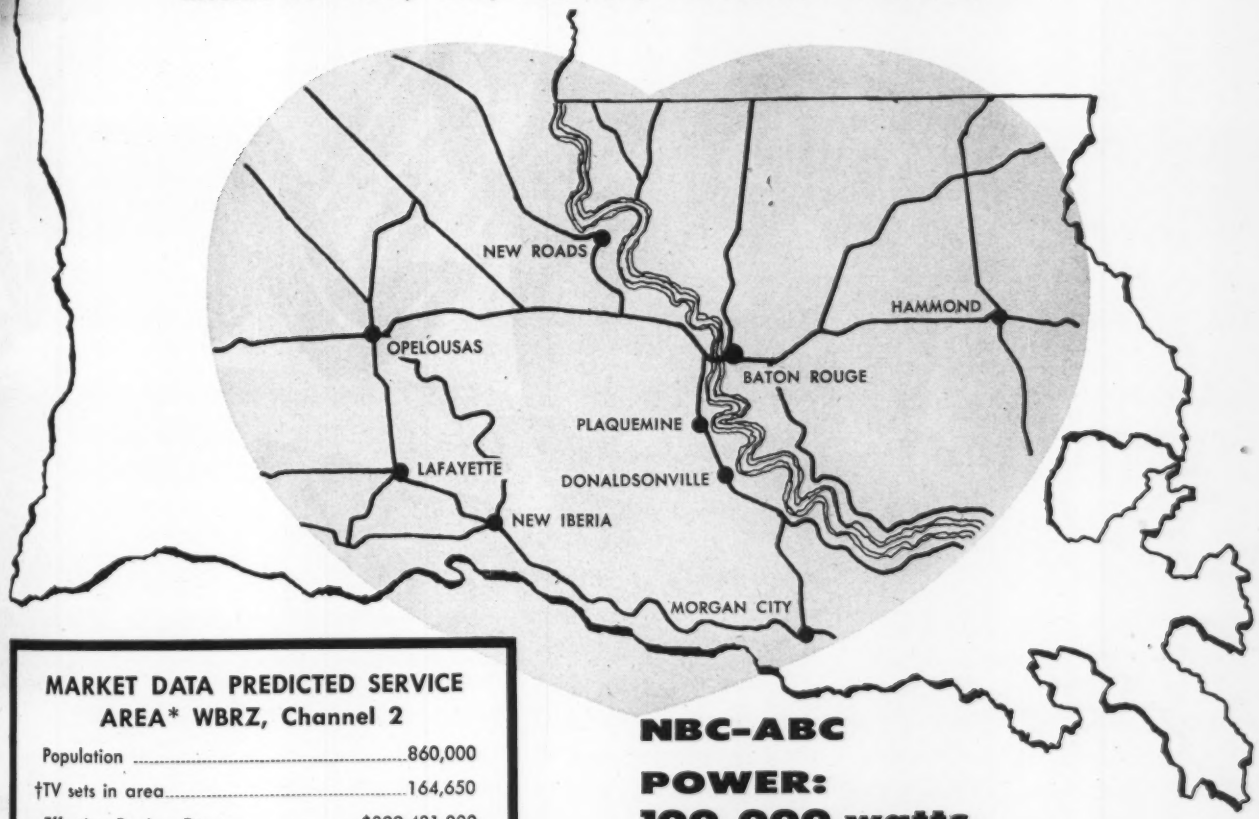
Mr. Gellerman voices Bache's feeling on radio this way (from a letter last March to WOR): "In studying our annual budget and related cost accounting, I found that over the past three years WOR has consistently outpulled all other advertising media

The Heartland of Louisiana has $899,481,000.00 Purchasing Power!

WBRZ Channel 2

BATON ROUGE, LOUISIANA

is the only TV station completely covering an area rich in spendable income from OIL, GAS, SULPHUR, INDUSTRY, AGRICULTURE



MARKET DATA PREDICTED SERVICE AREA* WBRZ, Channel 2

Population	860,000
†TV sets in area	164,650
Effective Buying Power	$899,481,000
Retail Sales	$580,937,000
Food Sales	$129,460,000
Automotive Sales	$122,571,000
Drug Sales	$ 16,371,000

SOURCE: Sales Management's Survey of Buying Power, 1954
*Class "B" †Television Magazine

NBC–ABC

POWER: 100,000 watts

MORE TOWER: 1001 ft. 6 inches

Largest TV Antenna in the United States 12 Bays—Channel 2

Represented by Hollingbery

RETAIL SALES: $580,937,000.00

JOHN
WEISSMU
Junk

famous!
HY
NULLER
King of the Jungle!
le Jim
EN GEMS Inc.
SIDIARY OF COLUMBIA PICTURES CORP.
TCHELL, Vice-President in charge of sales
John Wilson
Ben Colman
233 West 49th Street
New York 19, N. Y.
Circle 5-5044
Thomas Seehof
212 Beason Building
Salt Lake City, Utah
Salt Lake City 3-3903
Screen Gems, Inc.
16603 E. Warren Rd.
Detroit, Mich.
Tuxedo 5-5811
Richard Dinsmore
995 Market St.
San Francisco, Cal.
Douglas 2-1060

we have used in our entire system throughout the U. S. Moreover, it has produced the lowest cost per inquiry in the advertising history of our company."

He notes that Mr. Gladstone's show on WOR alone "in a broader sense has immeasurably contributed toward broadening the public understanding of the investment market, thereby sharing in the major credit for the firm's overall public relations activities."

These activities include, among other things, sponsorship of a year-end program on WOR which brings together a top Bache executive with the presidents of the American and New York Stock exchanges.

On every newscast (Bache started on WOR in May 1952 with a three-times weekly broadcast which in six months was increased to five-times weekly), Bache offers listeners pamphlets on a variety of business subjects related to investments. These are leads for Bache salesmen to follow up in the objective of obtaining general investment and mutual-fund investment business.

Not every lead, of course, materializes. Those that do are labeled "conversions." The leads, and particularly the conversions, measure radio's excellence. WOR estimates that the weekly program pulled 274% more responses last year than in 1952 and 48% more than in 1953. Cost per inquiry for Bache declined 29% over the three-year sponsorship. Bache and Albert Frank-Guenther Law Inc. (Bache's agency) join in praising the ability of the program to attract "seasoned" investors as well as people who never before bought a share of stock.

RADIO 3 TO 1

Mr. Gellerman estimates that conversions run 3 to 1 higher in radio than in Bache's newspaper advertising. Bache also figures that 70% of the mail it receives is postal cards. These cards are handled by its Customers Relations Dept., which breaks the mail down into regional areas and then sends it to regional offices.

With each Bache mailing, a card is enclosed asking what securities the listener owns and what he wishes to know—e. g., tax matters, further investments, stock trades, etc. The portfolio requested is studied by Bache's research department for status on life insurance, savings bonds, savings for emergencies, etc., and finally, money available. An analysis is drawn comparing stock dividends and bank interest—in other words, what can your money do? In all, a series of three letters is sent before a "lead" is dropped as "dead."

Bache, in fact, finds radio quite "alive" in its ability to convert the company's investment in the medium to new and "good" business.

Often, the company's radio use returns a rather unique reward. For example, Bache files relate a story of a scribbled postcard sent in by an elderly woman listener, born at about the time Bache & Co. first opened its doors 76 years ago on Wall Street. The writer noted that she was sending along a portfolio on holdings. Bache experts, expecting a piddling few shares of stock that the lady had been worrying over for sustenance in the twilight period of her life, were shocked to find listed blue chip stocks—of the AT&T and General Motors variety—dating back a number of years and worth all of a quarter million dollars.

Bache staffers, "seasoned" investment brokers, now are becoming "seasoned" observers of the power of radio advertising.

MODEL HOME, MODEL PROMOTION

BECAUSE WROL Knoxville refused to believe that when tv came to town radio had no choice but to roll over and die, the station has just concluded what it calls its most successful promotion, the "WROL-Dawn Model Home" five-week campaign.

Developed by Rodger May, WROL station manager, and Wayne Hudson, promotion manager, the plan, briefly, was this: Find a builder with a new house he'll turn over to the station for five weeks in exchange for advertising he'd get. Require clients to buy time on the air in order to participate in furnishing the home and to get in on the open house held the last eight days of the campaign.

The promotion was planned for five weeks, with most clients buying air time for that period, although some smaller packages were sold, most of them for three week schedules. All schedules were sold at regular rates, no premium being charged for the eight-day showing of client's products in the home. The only stipulation made by the station was that all model home copy for clients must mention the fact that the client was one of the participants, giving the dates for open house. Thus the name "WROL-Dawn Model Home" was heard constantly by listeners, providing the builder, W. C. Dawn, with lots of advertising which cost him nothing except the use of his house.

In addition to the commercial copy on the home, WROL ran copy of its own throughout the five-week campaign, plus a two-day "teaser" campaign in advance of the initial announcement. Some small ads in the "classified" sections of newspapers were used, plus larger ads on the radio pages.

In the sales "pitch" to advertisers, here are some of the added features which WROL salesmen feel helped clinch the sales . . . an attractive folder listing name, address and product of participating advertisers was given to every visitor to the home . . . WROL's daily "Homemaker Harmonies" (women's show) originated at the home during open house week . . . participating advertisers' names appeared on cards next to their products . . . hostesses were on duty at all times during open house week to assure proper attention to all visitors . . . a door prize of a $399.50 Philco electric range was given, to encourage attendance.

During the eight-day open house, April 24-May 1, a total of 6,648 people went through the house. More than that, they bought practically everything in sight, making the builder (who sold the house for $18,950 on the fifth day) and the 16 participating sponsors pretty happy. The furnishings in the house, the power mowers on the lawn, even the $1,577 boat displayed in the car port, were sold to visitors attracted by the radio campaign, and other participants reported sales or good leads resulting from contacts made at the home.

As for WROL, Mr. Hudson told B•T: "We consider this the most successful promotion sunt we have ever pulled, and we will probably do it annually. It paid off royally in sales for both the station and the clients and it had everybody talking about WROL."

THE WROL-DAWN MODEL HOME: ITS PROMOTION LET EVERYBODY WIN

CHANNEL 8
WISH-TV
INDIANAPOLIS

1000 FOOT
TOWER
•
316,000 WATTS

the most popular programs
in the Indianapolis area
are now on WISH-TV

CBS
TELEVISION

SEE THE
BOLLING COMPANY
FOR
AVAILABILITIES

CHANNEL 8
WISH-TV
INDIANAPOLIS

KNX STEALS A MARCH WITH AFTERNOON RADIO

LOS ANGELES STATION GETS AWAY FROM RECORDS, SCORES A HIT WITH LIVE, 85-MINUTE 'MATINEE'

AT THE time KNX Hollywood *Matinee* started a year ago, the trend of much local afternoon radio programming in Southern California—and across the country for that matter—was toward a monotonous sameness.

Generally, it consisted of a disc m.c., who interrupted plays of somebody's "best 10" record list only for an occasional newscast and a number of spot announcements and participations. The disc m.c. still exists and still plays his records, but KNX *Matinee*, now well past the stage of bouncing infancy, is proof that a well-planned and well-executed music-and-personality program, broadcast live on a local station five times weekly, can pay off and pay off well for both advertiser and station.

"The decision to put on an 85-minute live talent program on a single station at a time when most program authorities were headed in exactly the opposite direction was not made without thought," states Bert S. West, general sales manager of the CBS o&o station. "In fact, 'thought' is an understatement. At KNX, we mulled over the idea for weeks. We discussed it from every conceivable angle.

"We finally reached the conclusion that KNX listeners would take to a first-class afternoon show with live music, live singers, live comedy, brief newscasts, audience participations—and more live music."

Definite ideas of what he wanted on *Matinee* were held by Robert P. Sutton, KNX program director. "The program philosophy is to make everyone on a show a warm, believable person," he observes. "This automatically turns them into good salesmen—and as a matter of fact, everyone on the show does a commercial at one time or another."

Station executives point out that the production cost of *Matinee*, the most elaborate afternoon live radio program in Los Angeles, runs to approximately $1,000 weekly. That KNX' idea has paid off is shown by the fact that the program has been in the black from the fourth week it was on the air.

There has been no slackening since, Mr. West adds. "We need five or more participations a day to break even. We average 10 to 12," he observes.

A partial list of the wide variety of advertisers who have used *Matinee* to good advantage include Rheingold beer, Folger's coffee, Hunt's foods, Pontiac automobiles, Nescafe, Motor Truck Assn. of California, Los Angeles Metropolitan Buick Dealers Assn., Van Nuys Federal Savings & Loan Assn., Tintex dyes, *Life* magazine, Herbert Tareyton cigarettes, O'Keefe & Merritt gas ranges, Bank of America, Colgate-Palmolive Soap Co., Red Heart dog food, Birdseye frozen foods, Republic Pictures, Barker Bros. furniture stores, Slenderella reducing treatment salons, General Motors Motorama show, Tasti-Diet foods and Union Oil Co.

In all, *Matinee* utilizes the services of six regular cast members, with Bob Hafter producing and directing. They are humorist-monologist Bill Ballance, host-m.c. Johnny Jacobs, singer Louise O'Brien (who, as a former Miss Oklahoma and fourth-place winner in the 1951 Miss America contest, lends a touch of beauty to the program as well), newscasters Max Roby, organist Ramona Gebhardt and pianist Art Shutt.

Another program feature is the daily interviews of popular personalities by Mr. Ballance. With Hollywood, a major entertainment center, at *Matinee's* backyard, most of the guests are entertainment personalities.

The keynote of *Matinee*'s format is its flexibility. Within the loose characteristics described by Mr. West, the program's producers and cast members have seized opportunities to introduce new features at the last minute. When a troupe of camels were tethered in CBS Columbia Square, where the program generally originates, to promote the annual Indio, Calif., Date Festival, they were spirited onto the *Matinee* stage for an interview.

KNX *Matinee* receives support of a heavy newspaper, magazine and on-the-air promotion campaign. As part of this campaign, the program originates at a number of out-of-studio locations and m.c. Johnny Jacobs is active in many of the promotion and publicity stunts. Among other things, he has been first prize in a baby-sitting contest won by the mother of eight children. She attended *Matinee* and he sat with the kids.

Also in the name of *Matinee* promotion, Mr. Jacobs has taken over the duties of a supermarket check stand girl and emceed a male beauty contest for Los Angeles Straw Hat Week.

Matinee utilizes games and contests for both studio and home audiences. Prizes have included vacuum cleaners, stoves, a Buick Riviera, an automatic dryer, a number of Las Vegas weekends and, of course, the aforementioned services of Mr. Jacobs as a baby sitter.

Advertisers still find that live radio—and particularly KNX *Matinee*—is a most effective selling medium. Letters from satisfied *Matinee* users prove this point.

Wrote Porter F. Anderson, vice president in charge of the San Francisco office of Raymond R. Morgan Co., agency for J. A. Folger Co. there (Folger's coffee).

"Many thanks for sending us that part of the . . . program in which Tennessee Ernie Ford appeared as a guest star and gave some wonderful *ad lib* plugs for Folger's coffee. The entire staff of Folger's advertising department thought it was great—a wonderful 'plus' for Folger's coffee and the doorbell ringing promotion."

". . . Your great gang at KNX is doing a great job to make this doorbell promotion another outstanding success in southern California."

In another letter, Robert S. Hendrickson, account executive for the Calso Water account at Young & Rubicam Inc., San Francisco, states:

"Probably the most impressive of all the things which you sent was the air check of the commercials given by . . . Bill Ballance of *Matinee*. How I wish we had had commercials like those ever since last December, when we started our radio campaign in Los Angeles.

KNX *Matinee* shows that with imagination and intelligent production, live radio does not need to be "re-discovered." A solid and potent force in both entertainment and advertising, it has never really been away.

HART TO BECOME ARF PRESIDENT

DuPont ad director, retiring after 31 years, named to succeed Kobak as head of Advertising Research Foundation.

WILLIAM A. HART, retiring after 31 years as director of advertising of E. I. du Pont De Nemours Inc., will become president of the Advertising Research Foundation Nov. 1 succeeding Edgar F. Kobak, who is resigning because of business pressure and other interests.

In announcing last week that Mr. Hart had accepted the ARF presidency, Fred B. Manchee, foundation chairman, paid tribute to Mr. Kobak for having served the Foundation with "rare competence and faithfulness—and well beyond the originally-agreed upon length of service." He cited Mr. Hart's long experience in advertising as qualifying him eminently to succeed Mr. Kobak.

Mr. Hart is a former president, vice president and director of the Assn. of National Advertisers, and formerly vice president of the National Better Business Bureau and the Advertising Federation of America. He has been a member of the ARF board since December 1953, and is chairman of the foundation's projects Development Committee.

He has been a director of the Audit Bureau of Circulations since 1937 and served as chairman of the board from 1952 to 1954. Mr. Hart also is coordinator on the ACTION campaign of the Advertising Council, and a member of Alpha Delta Sigma, advertising fraternity.

Mr. Kobak, business consultant and station owner, has held the ARF presidency since 1952, when he agreed to serve on a part-time basis for "a year or so." ARF said "the heavy demand on his time as a business consultant to several clients, plus volunteer work, including presidency of the National Society for Crippled Children & Adults, have forced him to step aside." Mr. Kobak will continue to serve the foundation in a volunteer capacity.

HEATH PRESIDENT OF LEO BURNETT

ELECTION of Richard N. Heath as president and Leo Burnett as board chairman of Leo Burnett Co. was announced Friday by the Chicago advertising agency on the occasion of its 20th anniversary.

Mr. Heath, with the agency the past 19 years, has been executive vice president since 1940 and a member of its plans supervisory and executive committees, and has specialized in Burnett's new business presentation activities, with functions of a managing director under Mr. Burnett. Previously Mr. Heath was with Curtis Publishing Co.'s advertising department.

Mr. Burnett announced he will continue in an "active capacity," stressing creative work. Elected new directors were William T. Young, vice president in charge of creative planning, who joined the agency in 1946; Andrew Armstrong, vice president in charge of art, with the agency since 1946, and F. Strother Cary Jr., administrative vice president, with Burnett since its inception in 1935.

Simultaneously with the announcement, the Burnett agency revealed it expects to gross $65 million in overall billings this year, with 75% in radio and television. Last year 63% of all billings came from broadcast media (8% in radio, 55% in tv), while the 1955 breakdown is expected to approximate 5% radio, 70% tv.

Ford's Cameron Dies at 76

WILLIAM J. CAMERON, 76, regarded for many years as the "voice" and "spokesman" of the Ford Motor Co. and also commentator on the *Ford Sunday Evening Hour* on CBS Radio from 1934 to 1942, died last Monday in Oakland, Calif. Mr. Cameron was associated with the Ford Motor Co. from 1918 until 1946.

Tv, But Not All Tv

SIMPLICITY PATTERN Co., previously reported by B•T as placing its entire budget in television, said through a spokesman last week that "while it is true that Simplicity has signed a contract for television advertising, this program does not, by any means, eliminate Simplicity's magazine advertising." Simplicity will sponsor a portion of *Today* and *Home* on NBC-TV next fall.

Adman Dies in Plane Crash

ROBERT ZELENS, 35, radio-tv director in Chicago office of Erwin, Wasey & Co., was among 30 passengers killed Thursday in a crash of an American Airlines plane at Fort Leonard Wood, Mo. Mr. Zelens joined the agency last September and was active on the Carling's Stag Beer and other accounts. Previously he was associated with Ewell & Thurber Assoc., now U. S. Adv. Co. Mr. Zelens was returning from a business trip in Springfield, Mo. He is survived by his wife and a daughter.

SPOT NEW BUSINESS

Century Broom Co., Mattoon, Ill., **Rich & France Broom Co.,** Chicago, **France Broom Co.,** Paxton, Ill., and **Continental Broom Works,** Chicago, in cooperative promotion of corn brooms are buying three-week spot announcement campaign in Chicago, Detroit & Grand Rapids, Mich., effective in September.

Anahist Co., Yonkers, N. Y., preparing tv spot campaign using nighttime minutes, effective Sept. 19, for 26 weeks on over 100 stations. Radio plans also being considered. Agency: Ted Bates Inc., N. Y.

NETWORK NEW BUSINESS

Cluett, Peabody & Co. (Arrow shirts, boys' wear), N. Y., signs for 24 participations on *Today* on NBC-TV (Mon.-Fri., 7-9 a.m. EST), effective Nov. 14. Agency: Young & Rubicam, N. Y.

R. J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C., and **Amana Refrigeration Inc.** (food freezers, room air conditioners), Amana, Iowa, will co-sponsor *You'll Never Get Rich* on CBS-TV (Tues., 8:30-9 p.m.), effective Sept. 20. Agencies: Wililam Esty Co., N. Y. (Reynolds); Maury, Lee & Marshall, (Amana).

Sweets Co. of America (Tootsie Roll candies), Hoboken, N. J., will sponsor *Pinky Lee* on NBC-TV (Sat., 10-10:30 a.m.), effective Sept. 17, in addition to weekday participations on *Pinky Lee Show* on network. Agency: Moselle & Eisen, N. Y.

NETWORK RENEWALS

Jos. Schlitz Brewing Co., Milwaukee, has renewed *Schlitz Playhouse of Stars* for another full year on CBS-TV (Fri., 9-9:30 p.m. all zones). Series, produced by William Self for Meridian Productions, enters fourth year on air this fall with 52 films. Production resumes in September.

AGENCY APPOINTMENTS

Whitehall Pharmacal Co., div. of American Home Products Corp., N. Y., names Scheideler, Beck & Werner, N. Y., to handle advertising for new unnamed product. Agency also services Hill's cold tablets, Whitehall product.

Electric Auto-Lite Co., Toledo, Ohio, appoints Grant Adv., Chicago. Radio-tv will be used.

Continental Illinois National Bank & Trust Co. of Chicago appoints Earle Ludgin & Co., same city.

Anheuser-Busch Inc. (beer), St. Louis, has named Gardner Adv. Co., same city, to handle introduction of new beer, Busch Bavarian, to selected markets. Radio-tv will be used.

A. Sagner's Son Inc. (Northcool summer suits), Baltimore, appoints Henry J. Kaufman & Assoc., Washington. Radio-tv will be used.

Limbach Co. (mechanical, specialty contractors), Pittsburgh, appoints Sykes Adv. Inc., same city.

Snow Corp. (farm specialty equipment), Omaha, appoints Ayres, Swanson & Assoc. Inc., Lincoln, Neb. Warren Joyce Ayres is account supervisor, assisted by Herman Harney.

Norge Div. of Borg-Warner Corp. (home appliances), Chicago, has appointed Arthur Grossman Adv., Chicago. Arthur Grossman has served Norge as promotional and merchandising consultant for more than year.

F. C. Russell Co. (windows, doors, home comfortizing products), Cleveland, appoints McCann-Erickson, same city.

Thiokol Chemical Corp. (oil resistant synthetic rubbers, plasticizers, chemicals) appoints Grant Adv., N. Y.

Emsco Mfg. Co. (communications receivers), L. A., appoints Darwin H. Clark Co., same city, effective Jan. 1 when association with Foote, Cone & Belding will terminate. Emsco has been acquired by Johnson Pump Co., Pasadena, Calif., whose account is handled by Clark. William J. Alexander, Johnson advertising manager, additionally appointed Emsco advertising manager.

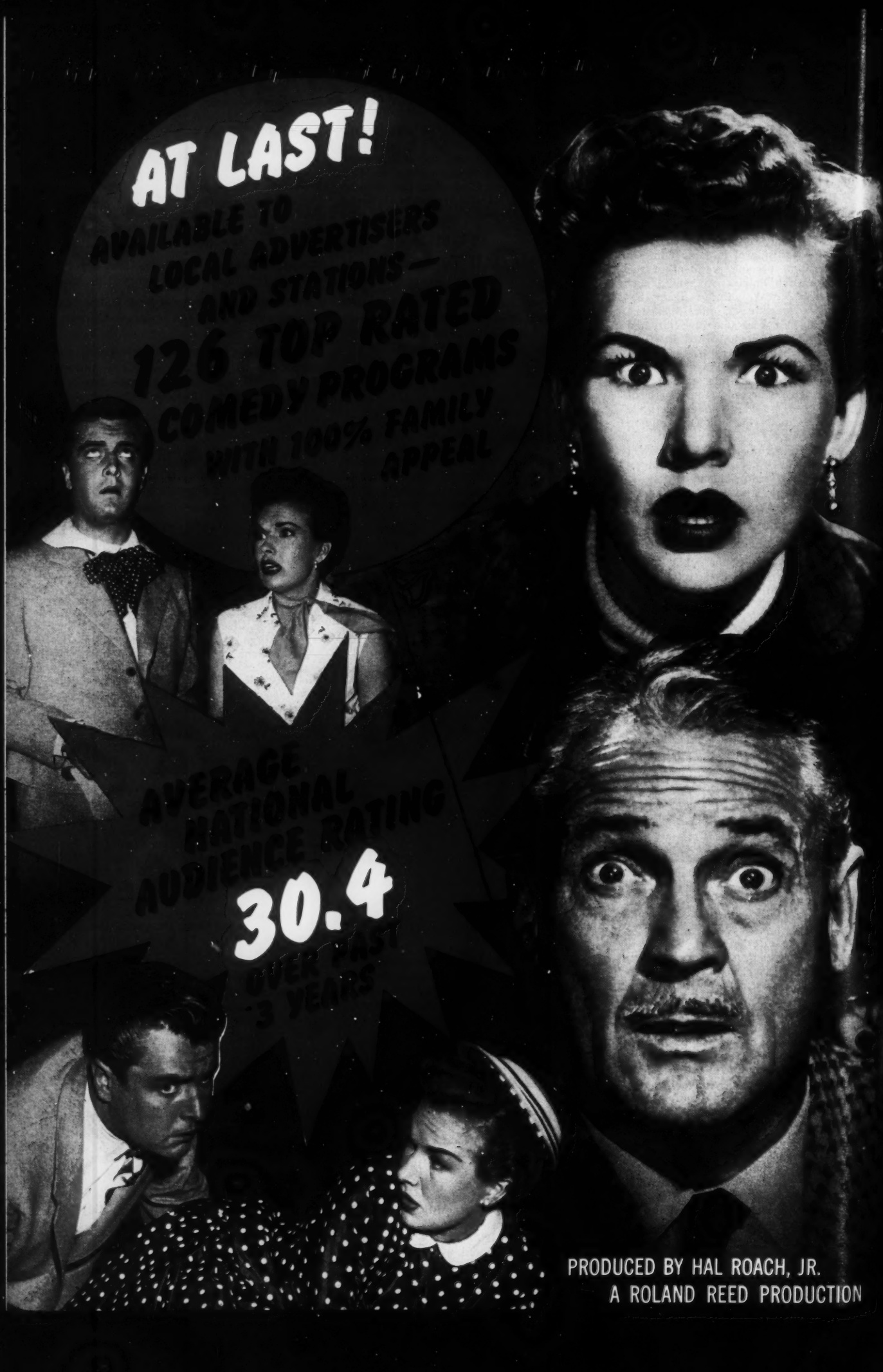
Reeves Soundcraft Corp. (magnetic tapes, films and other products), N. Y., has named G. M. Basford Co., same city.

Alan E. Brockbank Inc. (realtors-builders), **Fruzola Co.** (packaged punch mix), **Intermountain Paddock Pools** (swimming pool distributor), **Pyke Mfg. Co.** (clothing), all Salt Lake City, and **Hinckley's Inc.** (Dodge-Plymouth dealers), Salt Lake City-Ogden, Utah, name Gardiner Adv. Agency, Salt Lake City. Fruzola using radio spot; Intermountain using tv spot; Hinckley's using radio-tv spot.

Maywood-Bell Ford, L. A., has appointed W. H. Hunt & Assoc., same city. Tv being used.

Copper & Brass Research Assn., N. Y., has named J. M. Hickerson Inc., N. Y., to handle copper promotion program.

Duet Corp. (electric safety razor), Ridgefield, Conn., has appointed Hicks & Greist, N. Y. New razor will be introduced in U. S. on market-by-market basis.


AT LAST!
AVAILABLE TO LOCAL ADVERTISERS AND STATIONS—
126 TOP RATED COMEDY PROGRAMS WITH 100% FAMILY APPEAL
AVERAGE NATIONAL AUDIENCE RATING
30.4
OVER PAST 3 YEARS
PRODUCED BY HAL ROACH, JR.
A ROLAND REED PRODUCTION

"MY LITTLE MARGIE"

starring GALE STORM & CHARLES FARRELL

LET "MY LITTLE MARGIE" SELL YOUR PRODUCT

This Series sponsored for 3 successful years by Philip Morris Cigarettes and Scott Paper Co. over NBC and CBS Networks

OFFICIAL FILMS, Inc.

25 WEST 45th ST., NEW YORK 36, N. Y. PL 7-0100

Los Angeles—121 S. Lapeer Drive
San Francisco—150 Font Blvd.
Boston—419 Boylston Street
St. Louis—415 North 12th Blvd.
Dallas—Second Unit Santa Fe Bldg.
Chicago—360 No. Michigan Ave.
Minneapolis—3100 Raleigh Ave.
Atlanta—333 Candler Bldg.
Philadelphia—1420 Walnut Street
Memphis—2254 Madison Ave.

AGENCY SHORTS

Adv. & Merchandising Inc., 1100 American Bldg., Dayton, Ohio, formed by Carl T. Hamm Sr., formerly advertising and sales promotion manager, Home Store, Dayton, and Ralph Kaufman, formerly radio-tv director, Kircher, Helton & Collett Inc., same city.

Aawl Adv. Agency, 509 Palace Theatre Bldg., Cincinnati, opened by W. Wilson Lang, formerly vice president in charge radio-tv, Associated Adv. Agency, Cincinnati. Henry Frederick, formerly with Associated Adv., joins Mr. Lang in establishing agency.

Town Adv. Agency, Phila., has announced dissolution of controlling partnership of Albert A. Eisenstat and Sol E. Zubrow who are setting up individual organizations, Marketing & Adv. Assoc., Penn Sq. Bldg., and S. E. Zubrow Co., 1420 Walnut St., both Phila., respectively. Former takes Fleischmann's Vienna Model Bakery Inc., Heimbach Baking Corp. and Phillips Packing Co. accounts and latter takes Eatmor Cranberry Sauce, Fels-Naptha Soap Co. and Letty Lane Candy Co. accounts.

Larry Stevens & Co., 835 Keeaumoku St., Honolulu, opened by Larry Stevens, formerly local sales manager, KGMB-TV there, effective last week, serving mainland agencies in associate capacity.

Vignolle & Powell, L. A., has moved to 8826 Sunset Blvd.; telephone: Crestview 6-7165.

A&A PEOPLE

Arthur W. Ramsdell, formerly in charge merchandising dept., Weiss & Geller, Chicago, to MacDonald-Cook Co., same city, as vice president and account executive.

MR. RAMSDELL

Herbert A. Carlson, formerly vice president, Christiansen Adv. Agency, Chicago, appointed vice president and account executive, Applegate Adv. Agency, Muncie, Ind.

C. W. Cook, assistant general manager, Maxwell House Div., General Foods Corp., White Plains, N. Y., appointed vice president and general manager, succeeding **John K. Evans,** retired.

Franklyn W. Dyson, formerly partner, Turner & Dyson Inc., N. Y., to Platt, Dyson & O'Donnell Inc., same city, formerly Platt, Zachary & Sutton, as partner, vice president and treasurer.

MR. DYSON

A. J. Cason appointed publicity and public relations director, Glenn, Jordan, Stoetzel, Chicago.

Robert D. Everly, formerly with Lever Bros., N. Y., to Joseph Katz Co., Baltimore, as marketing and merchandising dept. director.

Harold M. Tulchin, vice president in charge of production, Sterling Television Co., N. Y., to Hutchins Adv., same city, as commercial tv director and film dept. manager.

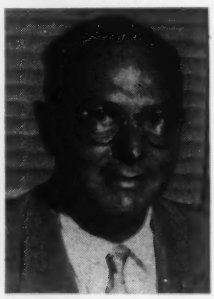
FALSTAFF BREWING Corp., San Francisco, signs with KGO-TV there for the half-hour across-the-board purchase of the station's *San Francisco Tonight* (Mon.-Fri., 10:30-11:30 p.m.). The purchase, for 12 consecutive 13-week cycles, is described by KGO-TV as "the most extensive campaign in local live west coast tv," is effective today (Monday). Concluding the deal between the brewery and the ABC-affiliated outlet are (l to r) James H. Connolly, ABC vice president; Charles L. Hotchkiss, vice president, Dancer-Fitzgerald-Sample, and Harold Effenbeck, divisional manager for Falstaff.

Ernest A. Holmes, Joseph Katz Co., Baltimore, to Carl S. Brown Co., N. Y., as research and marketing director; **S. John La Puma,** copywriter, Kastor, Farrell, Chesley & Clifford, N. Y., to Brown copy dept.

Gordon White, assistant business manager, tv-radio dept., Kenyon & Eckhardt, N. Y., appointed business manager; **George Cadenas,** public relations, publicity and promotion director, Ellington Co., N. Y., to Kenyon & Eckhardt as feature copy and plans editor and handling promotion and publicity for agency.

Robert C. Black, formerly advertising manager and divisional sales manager, Kendall Foods Inc., L. A., to Erwin, Wasey & Co., same city, as senior account executive.

Stephen Gardner, national sales manager, Hazel Bishop Inc., N. Y., to Biow-Beirn-Toigo, same city, as assistant to president; **George DePue Jr.,** account executive, Bryan Houston Inc., N. Y., to Biow-Beirn-Toigo as account executive.



MR. GARDNER

Irvin Dunston, research dept., Kenyon & Eckhardt, N. Y., appointed marketing research director, Serutan Co. and Pharmaceutical Inc., both N. Y.

Andrew Lorant appointed account executive, Mumm, Mullay & Nichols, Columbus, Ohio.

Russ Paulson, Ford Dealer and Shell Oil southeastern region account executive, J. Walter Thompson Co., Atlanta office, transfers to S. F. office on Ford Motor Co. and Ford Dealer accounts.

Jack Chandler, account executive, KONA (TV) Honolulu, to Lund & Heitman, same city, as account executive.

James A. Clarkson, vice president and account executive, J. Walter Thompson Co., N. Y., to Ted Bates & Co., N. Y., as account executive.

Joseph C. Elliff Jr. to Young & Rubicam, Chicago, as account executive.

Ray Hermann, formerly with Foote, Cone & Belding, Chicago, to Dancer-Fitzgerald-Sample, N. Y., as account executive.

Catharine Oglesby, formerly head of own ad agency, appointed special consultant on creative work, Grant Adv., Chicago.

Connie Ryan, DuMont Tv Network, to Lennen & Newell, N. Y., handling contract assignments.

Rufus Carlson, special events director, KVI Seattle, to Frederick E. Baker & Assoc., same city, as assistant radio-tv copy director.

Lawrence C. Roth to copy-contact group, Aubrey, Finlay, Marley & Hodgson, Chicago.

Donald E. Booth, tv creative dept., Ted Bates & Co., N. Y., to copy staff, Foote, Cone & Belding, same city.

Harry Nye, Benton & Bowles, N. Y., to copy dept., Warwick & Legler, N. Y.

Alvin Epstein, Alvin Epstein Adv., Washington, is visiting abroad and will stop in Munich, Germany, where he will supervise first of series of tv commercials for Valley Forge Beer and Rams Head Ale.

Don P. Nathanson, vice president, Weiss & Geller Inc., Chicago, appointed co-chairman for sixth consecutive year, public relations div., 1956 Chicago Heart Assn. fund drive.

Walter Bowe, timebuyer, Sullivan, Stauffer, Colwell & Bayles, N. Y., father of boy, Kevin Paul, July 30.

Elbert V. Brinckerhoff, 56, partner, Brinckerhoff & Williams Agency, New Orleans, died July 24.

Betty Nan Glimstedt Leftwich, 38, one-time regional supervisor for Crossley Inc. (rating service), and polio victim, died of pneumonia July 4.

James Neale, vice president of Dancer-Fitzgerald-Sample, has assumed duties of director of radio and tv at the agency [B•T, Aug. 1]. Picture of **Eugene Burr,** newly-named director of scripts and development of new programs at D-F-S, was incorrectly identified as Mr. Neale in last issue.

MR. NEALE

MR. BURR

lookin' fer kivverage? . . .

look to wfmy-tv!

Davy Crockett's big business in the Prosperous Piedmont section of North Carolina and Virginia. Include WFMY-TV in your schedule and your product will be big business here, too.

With nearly six years TV selling experience—plus CBS (basic) network programming—WFMY-TV "puts over" your sales story fast to some 2 million people in the Prosperous Piedmont.

Telecasting with full 100,000 watts power to this 46 county industrial area of the South, WFMY-TV completely covers this entire $2.3 billion market.

To get Crockett-like sales in the Prosperous Piedmont, call your H-R-P man today.

wfmy-tv
Channel 2
GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

CBS
Now In Our Sixth Year

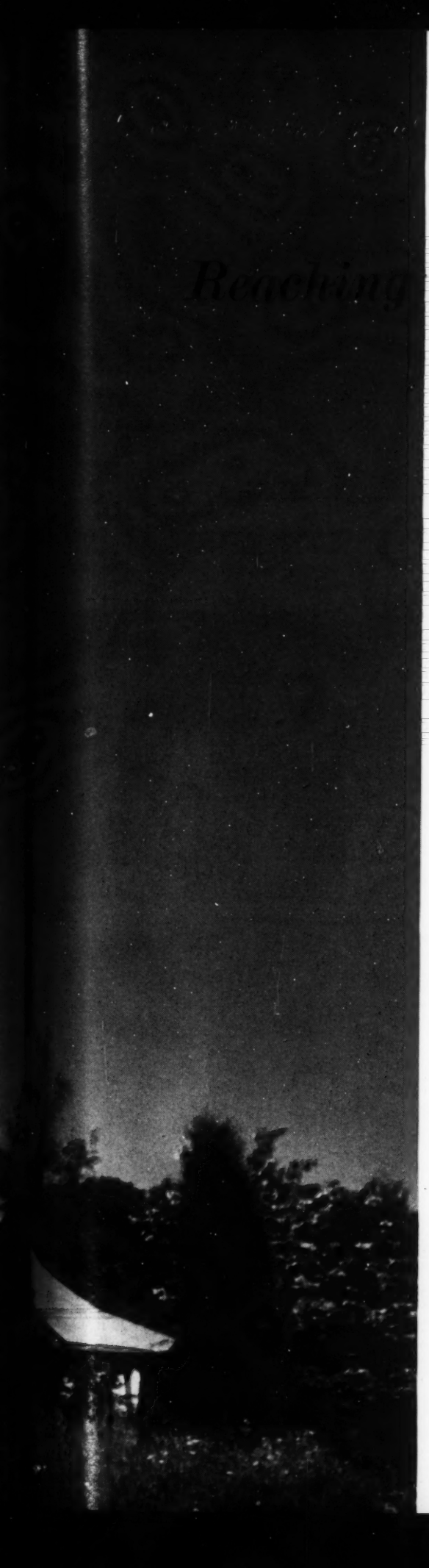
EMP ADVERTISERS*

Amana Refrigeration, Inc.
American Home Products Corp.
American Oil Company
American Tobacco Company
Anheuser Busch, Inc.
Carnation Company
CBS-Columbia
Chrysler Corporation
Electric Companies Advertising Program
Falstaff Brewing Corporation
General Electric Company
General Foods Corporation
General Motors Corporation
Hamm Brewing Company
Helene Curtis Industries, Inc.
Kellogg Company
Lehn & Fink Products Corp.
Liggett & Myers Tobacco Company
Lincoln-Mercury Dealers
P. Lorillard Company
Pet Milk Company
Procter & Gamble Company
Regal Amber Brewing Company
Revlon Products Corporation
R. J. Reynolds Tobacco Company
Schlitz Brewing Company
C. A. Swanson & Sons
The Toni Company
United States Steel Corporation
Westinghouse Electric Corporation

EMP STATIONS*

KVOS-TV Bellingham, Wash.
KBST-TV Big Spring, Tex.
WCBI-TV Columbus, Miss.
WMSL-TV Decatur, Ala.
WTVY Dothan, Ala.
WFLB-TV Fayetteville, N. C.
WINK-TV Ft. Myers, Fla.
KFXJ-TV Grand Junction, Colo.
WDXI-TV Jackson, Tenn.
WKNY-TV Kingston, N. Y.
WFAM-TV Lafayette, Ind.
KLFY-TV Lafayette, La.
KTAG-TV Lake Charles, La.
KLAS-TV Las Vegas, Nev.
KGVO-TV Missoula, Mont.
KTVO Ottumwa, Iowa
WJDM-TV Panama City, Fla.
KOTA-TV Rapid City, S. D.
WBOC-TV Salisbury, Md.
KVEC-TV San Luis Obispo, Cal.
KLIX-TV Twin Falls, Idaho
KIVA Yuma, Ariz.

as of July 15, 1955



Reaching out to pull them in...

Thirty CBS Television Network advertisers are now reaching out to sell an extra market of close to one million families. And they are doing it at one third less cost than was possible six months ago!

Their network line-ups now embrace the small-market stations available individually or as a group under CBS Television's Extended Market Plan (EMP).

Combined these 22 stations deliver a market with a population larger than Boston... an effective buying income greater than Washington, D.C.... and total annual retail sales larger than Pittsburgh. And each advertiser is reaching these 22 markets at the same favorable cost per thousand as stations serving the largest metropolitan areas—a cost made still more attractive by discounts ranging up to 15%.

The Extended Market Plan is one of the best package buys in all television—for each of the participating advertisers gets as a "bonus":

Unqualified enthusiasm of dealers *now enjoying the powerful support of network television...*

Goodwill of millions of prospects *grateful for the opportunity to see outstanding network programs...*

The vigorous support of each station *which recognizes that strong network programs make the station stronger in its local community.*

Call your CBS Television sales representative for details on the CBS Television Extended Market Plan. He will show you how to make even more effective what is already the most effective buy in advertising...

The CBS Television Network

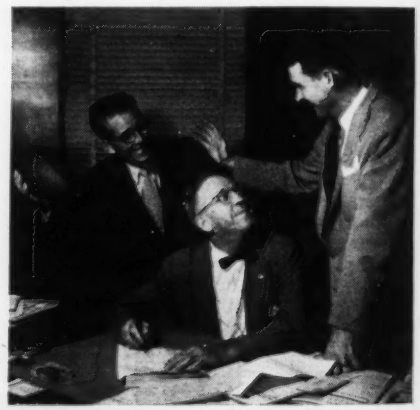
On the Dotted Line . . .

BAY GASOLINE and KOA Denver, Colo., finalize a pact which will bring the complete 10-game football schedule of Colorado U. to the air. L to r: Art Schwartzer, Bay advertising manager; Jay Tallant, Bill Bonsib Adv. Agency account executive; Gene Grubb, KOA salesman; John Henry, KOA sports director who will handle the play-by-play, and Leo Leabo (seated), Bay executive vice president and general manager.

AETNA OIL CO. signs for its eighth consecutive year of sponsorship of the WHAS (Louisville, Ky.) 5:30 p.m. radio news, with Pete French handling the commentary. L to r: seated, Dr. Clive M. Alexander, executive vice president of Aetna Oil; Victor A. Sholis, vice president-director of WHAS Inc. (WHAS-AM-TV); standing, J. H. Donley, Aetna general sales manager; Mr. French, and L. N. Roush, vice president of The Martin Co., Louisville, Aetna agency.

◄ FOOTBALL season gets underway early for WIPC Lake Wales, Fla., as the local Cadillac-Oldsmobile dealer contracts for sponsorship of all U. of Florida 1955 games. Bill Van Steenburgh, WIPC sales representative (l), and George Williamson, auto dealer, look over the agreement.

FOR THIRD straight year Portland's ► Schmitt Steel Co. will sponsor Notre Dame football games on KEX in that city. Bill Schmitt, president of the steel firm, looks up at the off-field pigskin handling of KEX Sales Manager Bob Rudolph (l) and Manager Steve Conley.



COMPLETION of a fall football radio pact was demonstrated with this forward pass play at a meeting of the presidents of Standard Oil Co. of Indiana, WGN Inc. and the Chicago Bears professional football team. George Halas (l) of the Bears is about to send the pass to Standard President Frank O. Prior while J. Howard Wood, president of WGN and WGN-TV, prepares to "describe" the play. The horseplay was by way of emphasizing that Standard has signed to sponsor the Bears for the 10th straight year—the third on WGN [B•T, July 25].

CONTRACT for 13-week sponsorship of *Runyon Reporting* (Saturdays, 11-11:20 p.m.) on WOOD-TV Grand Rapids, Mich., is agreed to by Waterman-Waterbury Co. (heating, air conditioning equipment), Minneapolis, Minn. L to r: Willard Schroeder, WOOD-TV general manager; E. M. Delaney, W-W sales promotion manager; Bob Runyon, WOOD-TV newscaster (standing), and F. J. DePauw, sales manager for Automatic Heating Equipment, local distributing company. Fifty-five western Michigan equipment dealers will cooperate in the telecasts. Olmsted & Foley Adv., Minneapolis, is agency.

with WAVE

you don't buy the tree

YOU BUY THE SYRUP!

WAVE gives you the sweetest part of Kentucky — and at a price that's sweet, too!

MORE THAN LOUISVILLE — LESS THAN THE STATE! WAVE's 50% daytime coverage area almost exactly parallels the 27-county Louisville Trading Area. (42.5% of the State's total Effective Buying Income is concentrated in this *one important market!*)

SPARKLING PROGRAMMING — NETWORK AND LOCAL! WAVE is the ONLY NBC station in or near Louisville. We invest heavily in local programming, too. Our radio staff alone numbers 62 people, with more than 70% of them devoting themselves to on-the-air activities, *exclusively.*

Don't buy the Maple tree — buy the syrup. NBC Spot Sales has the figures.

WAVE • **5000 WATTS**
LOUISVILLE • **NBC AFFILIATE**

NBC SPOT SALES
National Representatives

In Cincinnati—

81.4%*

of the radio homes in the Cincinnati Area listen each week to

WCKY

* Pulse C.P.A. Dec. '54

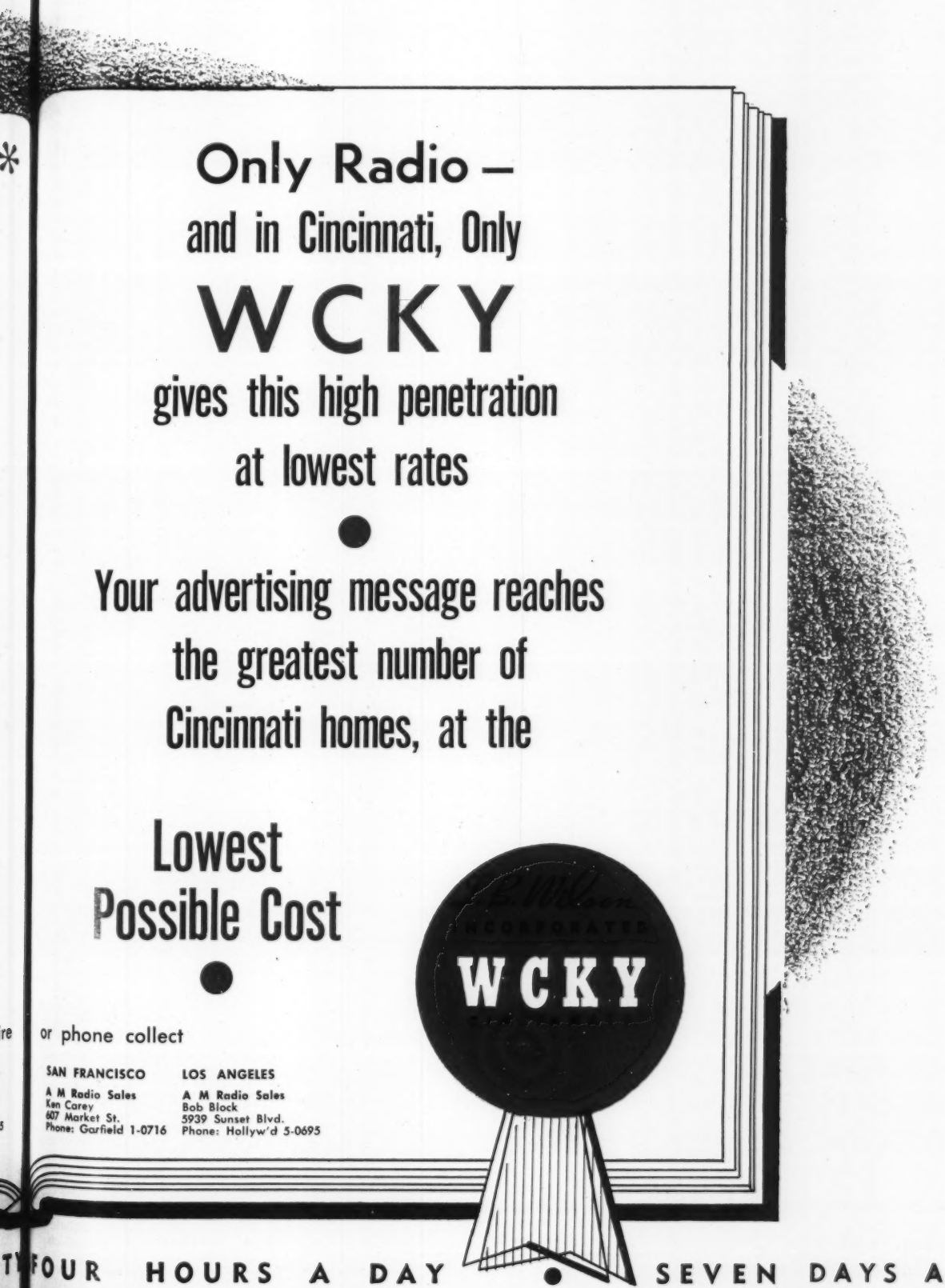
For availabilities wire or p

NEW YORK	CINCINNATI	CHICAGO
Tom Welstead Eastern Sales Mgr. 53 E. 51st St. Phone: Eldorado 5-1127	**C. H. "Top" Topmiller** WCKY Cincinnati Phone: Cherry 1-6565	**A M Radio Sales** Jerry Glynn 400 N. Michigan Ave. Phone: Mohawk 4-6555

SAN
A M
Ken
607
Phon

WCKY . . . ON THE AIR EVERYWHERE • TWENTY FO

ti—Get This Penetration



O'NEIL NAMES O'SHEA TO HEAD RKO

CBS vice president will replace James Grainger as president of General Teleradio's newly-acquired motion picture company. C. R. Manby named GT vice president and liaison to film operations.

IN MOVES designed to implement the acquisition of RKO Radio Pictures by General Teleradio Inc. [B•T, July 25], Thomas F. O'Neil, chairman of the board of both companies, last week announced the appointments of Daniel T. O'Shea as president of RKO Radio Pictures and of C. R. (Bob) Manby as a vice president of General Teleradio. Mr. Manby will serve as liaison between the motion picture company and GT.

Mr. O'Shea, veteran executive in the motion picture and radio and television broadcasting

MR. O'SHEA

MR. MANBY

fields, has been a vice president of CBS Inc. since 1950. In his new post, he replaces James R. Grainger, who has resigned but will continue to have "a relationship with the company (RKO Radio Pictures) in an advisory capacity."

Following his graduation from Harvard Law School, Mr. O'Shea joined RKO as an attorney in 1930 and went to Hollywood as its counsel in 1932. In 1936 he joined David O. Selznick in independent film production as secretary of Selznick International Pictures Co. Subsequently he became vice president and, later, president of Vanguard Films, successor company to Selznick International.

During his five-year tenure at CBS, Mr. O'Shea has served as a corporate vice president and general executive in a consultative and advisory capacity to all divisions of that organization. He is expected to assume the RKO presidency some time this week. Mr. O'Shea will make his headquarters in New York.

At the time that RKO Radio was purchased for $25 million from Howard Hughes, Mr. O'Neil said production and distribution of theatrical motion pictures would get initial emphasis rather than tv distribution of the RKO catalogue of feature films, estimated at 800. Last week he said that Mr. O'Shea would reactivate film production and distribution at the studio, where they have been at a virtual standstill for many months.

Mr. Manby, a member of the General Teleradio executive staff for the past two years, is credited with having developed and expanded the Phillips H. Lord radio, television and film properties acquired by GT. Among these are the currently-released "Gangbusters" feature-length film, now on theatre exhibition, and the new *Gangbusters* tv series, now being syndicated.

Mr. Manby formerly was advertising and promotion manager of WJW Cleveland; manager of WONS (now WGTH) Hartford; manager of WGTR Worcester and an executive of the Yankee Network in Boston. He is a graduate of Hillsdale (Michigan) College and the Harvard Graduate School of Business Administration.

CBS-UPA PACT IN NEGOTIATION

Network and motion picture firm discuss terms for all-color variety cartoon series. Also in talking stage: deal with De Rochemont for feature and cartoon series.

IN THE latest move exemplifying cooperation between the motion picture and television industries, CBS-TV and United Productions of America last week entered into a long-term agreement for the creation of a UPA series of all-color variety-cartoon programs for showing over CBS-TV.

In a joint announcement J. L. Van Volkenburg, CBS-TV president, and Stephen Bosustow, president of UPA, noted that the agreement also calls upon CBS-TV to participate financially in the production of a full-length animated film for motion picture theatres.

In another major move, CBS-TV was understood to be nearing agreement with Louis De Rochemont Assoc. for production of feature films and also for a cartoon series, both for television.

Although spokesmen for the De Rochemont firm said negotiations were in progress with ABC-TV and NBC-TV as well as CBS, the latter organization was generally believed in responsible quarters to have the inside track as of late last week.

One collateral possibility that was hinted at in the De Rochemont negotiations: that the contract, whenever terms are agreed upon, may leave the network involved free to arrange for theatrical distribution of the feature films to help defray production costs.

Coincidentally with these developments, NBC-TV authorities confirmed that it had obtained rights to a major feature property, "Richard III," which will have its premiere on the network before its theatrical release. NBC-TV completed the transaction with London Films, agency for Alexander Korda Productions. It is believed the network will schedule "Richard III" as a three-hour spectacular sometime in January.

The UPA all-cartoon programs for CBS-TV will be a half-hour, 26-episode series. Each program will contain three or four elements selected from seven or more "acts" or variety situations, including the story of a little boy, "Dusty," who manages a circus; a musical dramatization combining traditional folk ballads and new songs with fables of America and other lands; sketches of famous American authors and gentle satires on suburban American life.

There was speculation that the new cartoon series would be pitted against ABC-TV's *Disneyland* (Wed., 7:30-8:30 p.m. EST), but a CBS-TV official said this has not been decided. At any rate, the series will not be launched on the network until sometime next spring.

UPA has been producing entertainment cartoons for motion picture audiences since 1948 and cartoons for tv commercials for the last eight years. The current agreement marks its entry into entertainment television. The series will be produced in both the California and New York studios of UPA.

UPA productions include the academy-award winning cartoons "Gerald Mcboing-Boing" and "When Magoo Flew." UPA also has received eight academy nominations for its animated productions.

The studio also has produced all three of CBS Radio's promotion films, consisting of "More Than Meets the Eye," "It's Time for Everybody," and "Tune in Tomorrow."

$2 Million for 'Looney Ts'

MORE THAN $2 million in sales of *Looney Tunes,* Guild Films' cartoon package, was announced last week by Erwin Ezzes, general sales manager.

In some cases, the cartoons are marketed simultaneously to station and advertiser, Mr. Ezzes said, but in the majority of sales stations acquire the films for local spot participations. The series of 191 films is available as a library for unlimited use over a two-year period.

Ziv Tv Realigns Staff Under National Sales Setup

IN LINE with the expansion of Ziv Television Programs into the national sales field [B•T, Aug. 1], M. J. Rifkin, vice president in charge of sales, last week announced a series of staff promotions and appointments, headed by the advancement of Jack Gregory from spot sales manager to western division sales manager.

Replacing Mr. Gregory in the spot sales post is Allen Martini, who joined Ziv three years ago as an account executive. New additions to the western division are Paul Schiner, formerly sales manager of KGO San Francisco, who will service that area; Jack Martin, previously assistant general manager of KOPO Tucson, who will cover Arizona and New Mexico, and Terry Hatch, salesman with KOMO Seattle, who will be account executive in the California Valley territory.

Appointments to the eastern sales division include those of Paul Kempner, formerly with Richard Ullman Co., Buffalo, who will have headquarters in that city, and Ralph J. Baron, previously with WAMS Wilmington and WITH Baltimore, who will serve southern New England. Len Firestone, formerly vice president in charge of sales for Unity Television, has been named an account executive on Ziv's New York sales staff.

To Syndicate 'Monte Cristo'

MILTON A. GORDON, president of Television Programs of America, New York, is announcing today (Monday) that, effective Aug. 15, *The Count of Monte Cristo,* a new tv film series based on the Alexander Dumas classic, will be placed in syndication. Producer of the series is Edward H. Small, TPA board chairman, who produced the Monte Cristo film which

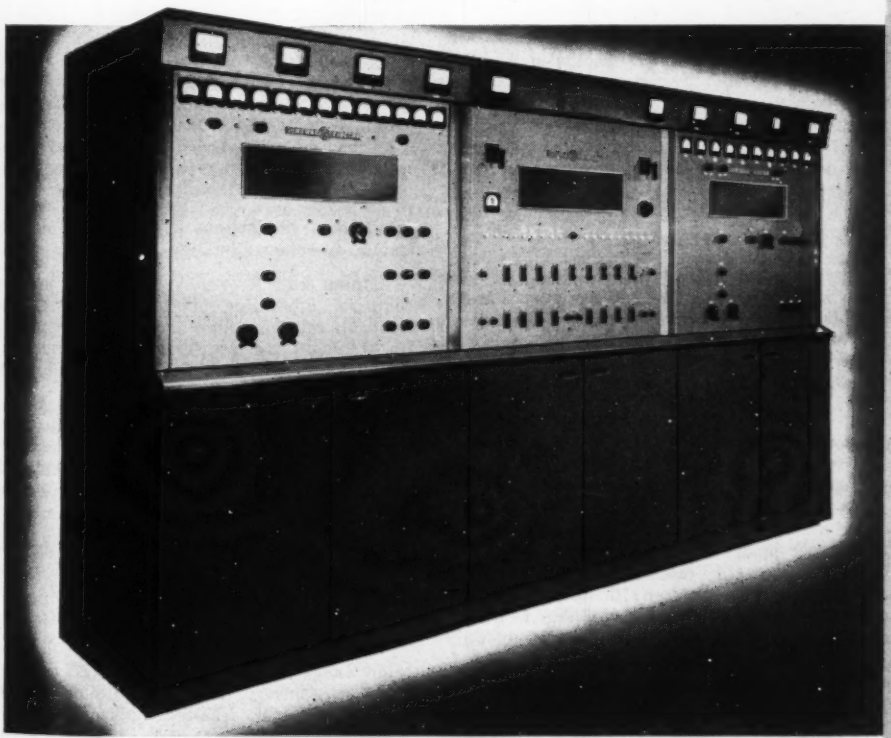
G.E. OFFERS EVERYTHING YOU NEED FOR FINER COLOR TELECASTING!

If your station is considering color TV, this is the *right* time to check with General Electric

YOU can put G.E.'s years of television experience to work for your station. The finest technical assistance...the latest equipment developments in color—*both* are General Electric's regular stock in trade.

The new color equipment shown here is but a small part of the G-E Color Equipment Line...a sample of G-E progress in new station facilities for color telecasting.

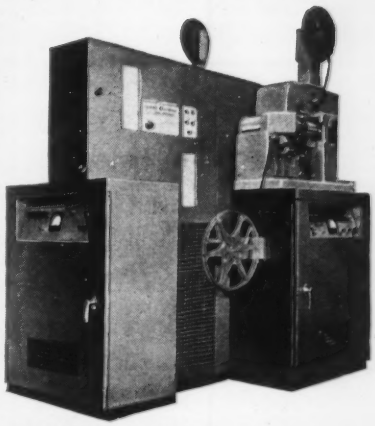
For the answers to your station's color problems—whether for new equipment or a modification of your present monochrome operation—call in your local G-E representative. Or, write to: *General Electric Company, Section X285-8, Broadcast Equipment, Electronics Park, Syracuse, New York.* In Canada write: *C.G.E. Electronics, 830 Lansdowne Ave., Toronto.*



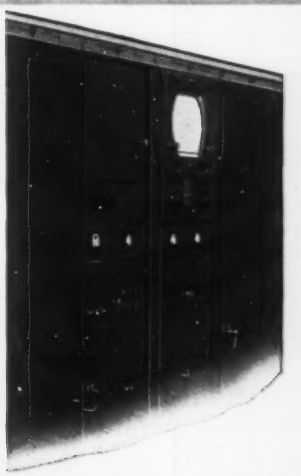
G-E 10 KW VHF TRANSMITTER for color or monochrome. A high-channel VHF unit with a conservative driver especially for high-power RF Amplifier. Block-build it for maximum ERP. Used with accessory terminal equipment for color, it meets all NTSC color transmitting standards.

Progress Is Our Most Important Product

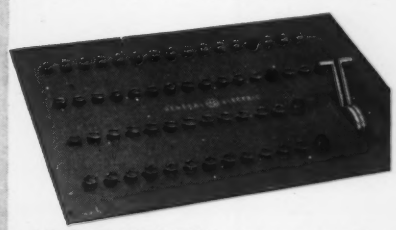
GENERAL ELECTRIC



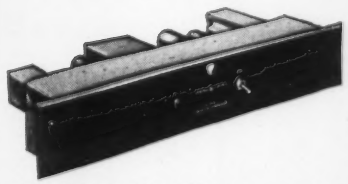
G-E COLOR FILM CENTER for rock-steady pictures from film or slides, color or monochrome. Dual 2″ x 2″ slide system, 2 continuous motion 16 mm film scanners feed into scanner channel pick up. Block-build...install the slide scanner now, add the projectors later.



G-E CHROMACODER for economical live color. One piece of equipment remote from camera locations handles output from all live color cameras.



G-E COLOR SWITCHERS for large or small switching systems for large or small stations. Provide accurate and superior picture quality for color and B & W.



G-E UNI-LEVEL AMPLIFIER for automatic supervision of audio gain. Plug-in or rack mounted with built-in AC power supply. Improves broadcasting quality by controlling levels between program sources. Boosts coverage—gives higher average transmitter output.

launched Robert Donat's career as a motion picture star.

The tv series, scheduled to go into production in TPA's Hollywood studios Aug. 10, will feature George Dolenz with Faith Domergue costarring in a number of episodes. Leon Fromkess will be executive producer. Directors will be Bud Boettiche and Ray Nazarro.

Atlanta Firm Buys 'Long John' For 22 Southeastern Markets

IN a transaction described as "the largest single film deal ever signed in the Southeast," CBS-TV Film Sales last week reported the sale of *The Adventures of Long John Silver* to Lay's Potato Chips, Atlanta, for showing in 22 markets. The agency is Liller, Neal & Battle, Atlanta.

The markets bought by Lay's Potato Chips include Montgomery, Macon, Greensboro, Jacksonville, Savannah, Louisville, Tampa, Baton Rouge, Miami, Atlanta, Augusta, Charlotte, Chattanooga, Knoxville, Memphis, Nashville, Greenville, N. C.; Columbia, S. C.; Asheville, N. C.; Greenville, S. C.; Columbus, Ga.; Jackson, Miss. The series also has been sold in Chicago, Rockford, Madison, and South Bend to Dean Milk Co., Franklin Park, Ill., through Clinton E. Frank Inc., Chicago.

Wilbur S. Edwards, general sales manager, CBS-TV Film Sales, pointed out the series had been set originally for a national sale before going into syndication but said that because of "a large demand by regional advertisers, as well as spot market requests, the series is now available for regional and syndicated spot market deals."

Butterfield & Wolf Formed To Handle Film Properties

ESTABLISHMENT of Butterfield & Wolf Inc., New York, as a company specializing in the acquisition, distribution and development of television, theatrical and non-theatrical film properties was announced last week by Alfred Butterfield and Thomas H. Wolf, chairman and president, respectively, of Information Productions Inc., producers of documentary, commercial and tv programs.

First assignment of the new organization is the distribution of the feature-length film, *Helen Keller in Her Story*, which was introduced over CBS-TV on June 26. The new company also will supervise theatrical and tv distribution of a series of natural history films, which are being produced at Marine Studios Inc. in Florida.

New employes of the expanded Information Productions-Butterfield & Wolf organization are Arthur Zegart, director-writer of CBS-TV's *The Search;* James A. Munves, reporter and writer for CBS-TV and *The New Yorker;* Helen Brown, formerly with *March of Time* and *Sports Illustrated*, and Elaine Rowe, formerly with CBS-TV.

Associated Hits June Peak

SALES billings by Associated Artists Productions, New York, for July exceeded those of June by more than 300%, W. Robert Rich, AAP general sales manager, reported last week. The figure established a sales record in AAP's history of tv film distribution, according to Mr. Rich.

The sales volume, achieved by AAP's five offices in New York, Chicago, Los Angeles, Dallas and Atlanta, covered the company's first-run feature films, the *Sherlock Holmes* series, *Candid Camera* and *Johnny Jupiter* films, *Hall of Fame* programs and western serials.

Hollywood Film Processor Builds Two-Story Annex

CONSTRUCTION of a new two-story annex at Consolidated Film Industries, Hollywood film processing laboratory, begins Wednesday, it was announced last week by Sidney P. Solow, vice president and general manager. The firm claims to handle three-fourths of the tv film processing in that area, including network kinescopes.

When completed, Mr. Solow said, the expanded Consolidated plant will have a black-and-white 35mm production potential almost double its present negative and positive output. Additional 16mm facilities also are incorporated, with conversion quickly available for color processing. Second floor of the new annex will include eight film editing rooms and housing for 16mm and 35mm closed circuit tv projection facilities. Consolidated is a subsidiary of Republic Pictures Corp.

Ziv Offers 3 Selling Aids To Sponsors of New Series

THREE new selling aids for sponsors of a new tv film series, *Highway Patrol*, were announced last week by Ziv Television Programs Inc., New York. The items are an "enthuse" kit, a promotion kit and a safety kit.

The "enthuse" kit, first used in connection with Ziv's *Science Fiction Theatre*, is designed to increase interest in a series within Ziv's selling force. The safety kit provides special safety promotions and tie-ins which offer sponsors a public service campaign based on highway safety. The promotion kit suggests community events with special attention to promoting safety in teen-age groups, giveaway booklets, four-color cartoon books and letters from Broderick Crawford to sponsor employes and their wives.

FILM SALES

Sterling Television Co., N. Y., has sold *Animal Time* to WKAR-TV East Lansing, Mich.; *Sterling Spotlight Feature Package* to WHO-TV Des Moines; *For the Ladies* to WFBM-TV Indianapolis; *Tales of Tomorrow* to Gambles stores for KOB-TV Albuquerque, N. M.

Sportsvision Inc., S. F., reports renewals of *All American Game of the Week* by Southern Arizona Bank, Tucson, 3d year; Ford Dealers, Augusta, Ga.; Kauffman Buick, Spokane, Wash.; Hart Albin Co., Billings, Mont.; Pac-A-Sak Service grocery, Baton Rouge, Shreveport, La. *Big-Ten Hi-Lites* renewed by Smith Oil Co. for WTVO (TV) Rockford, Ill., 3d year. *Gridiron Cavalcade* sold for showing on KGNC-TV Amarillo, Tex.; KFMB-TV San Diego, Calif.; WFBM-TV Indianapolis, Ind. Total sales for firm's four football film series is 62.

NBC Film Div., N. Y., has sold *Great Gildersleeve* tv film series to Colonial Stores, Norfolk, Va., for 11 major southern markets, raising total markets to 65. Agency: Liller, Neal & Battle, Atlanta.

MAC Studios, Chicago, has sold 77 feature films to KWTV (TV) Oklahoma City; 40 features to KANG-TV Waco, Tex.; 16 features to KFDM-TV Beaumont, Tex., and to Ziffrens Appliance Center for WOC-TV Davenport, Iowa; 52 short subjects to KTRK (TV) Houston, Tex.

Sterling Television Co., N. Y., has sold *Armchair Adventure* and *Kings Crossroads* to Duquesne Brewing Co., Pittsburgh, with former to be presented on KDKA-TV Pittsburgh and latter on WJAC-TV Johnstown, Pa.

FILM PRODUCTION

Parsonnet & Wheeler, N. Y., announces production for NBC of 39-week film series based on original stories by James Jones, author of *From Here to Eternity*.

Princeton Film Center, Princeton, N. J., has produced five tv film commercials featuring Norman Brokenshire for National Lead Co. (Dutch Boy paints), N. Y., which sponsors Mr. Brokenshire in *The Handyman* tv series. Agency: Marschalk & Pratt Div. of McCann-Erickson, N. Y.

Danny Thomas' Marterto tv film production company is filming third season of 39-film *Make Room for Daddy* series in Hollywood. Program, seen Tues. on ABC-TV, stars Mr. Thomas, Jean Hagen, Rusty Hamer and Sherry Jackson and is produced by Louis F. Edelman with Sheldon Leonard directing. Show, alternately sponsored by American Tobacco Co. and Dodge Dealers, is continuing throughout summer with reruns.

Four Star Productions will shoot 26 films of *DuPont Cavalcade Theatre* at RKO-Pathe Studios, Culver City, Calif. Series will debut Sept. 13 on ABC-TV (9:30-10 p.m.), sponsored by E. I. DuPont de Nemours & Co. (industrial chemicals), Wilmington, Del., as replacement for *Cavalcade of America*. DuPont agency: BBDO, N. Y.

RANDOM SHOTS

Circle Film Labs Inc., N. Y., is preparing pocket-size directory of film industry services available in N. Y. C., to be distributed free to agencies, industrial firms, film producers, program distributors and tv stations when completed.

Storyboard Productions (tv spots), L. A., has moved to enlarged quarters, 8490 Melrose Ave.

Transfilm Inc., N. Y., has established another unit for production of stop-motion tv commercials and other films at Bavaria film studios in Munich, Germany. Transfilm continues coproduction agreement with Joop Geesink's Dollywood studios in Amsterdam.

Assn. Films, national distributor of industry-sponsored free films, is discontinuing film exchange in Chicago and opening new, enlarged film exchange in La Grange, Ill., 561 Hillgrove Ave.

Bodde Screen Co. and **Bodde Projector Co.** have moved to 11541 Bradley Ave., San Fernando, Calif.; telephone: Empire 5-2551.

FILM PEOPLE

Don Zabel, assistant director, Kling Film Productions, Chicago, promoted to director; **Jim O'Riley,** director, transfers to syndicated div. as syndicated commercials director; **Frank Toler,** Nashville, Tenn., named Kling southern representative for film, art, photography, publications and sales training for Ga., Ala., Ky. and Tenn.

William J. Carpenter, formerly with WHYN-TV Springfield, Mass., and WTRI (TV) Albany N. Y., to NBC Film Div., N. Y., as sales representative.

Joseph Cotton signed to host upcoming hour-long General Electric tv series being filmed for CBS-TV by TCF Television Productions, Hollywood.

DAYLIGHT TIME EXTENSION DOUBLES STATION TROUBLES

While network problem is relatively simple as summer scheduling continues an extra month through October, local difficulties are multiplied because Sept. 25 is final DST date in many areas. Only seven states have extended DST an extra five weeks, checkup indicates.

AUTUMN'S annual juggling of network and station program schedules, with its intricate and painful maneuvers at the local level, will become a double-barreled problem in many areas as the national networks extend their daylight saving operation through October.

Normally daylight time ends the last Sunday of September—the 25th this year. New York State, and at least a half-dozen other states, will continue daylight time an extra month (see adjoining list). Actually it will be five full weeks in most cases because standard time will be resumed between Oct. 29 and 31.

New York-originated network programs will be based on daylight time until the end of October. In the case of radio programs, the local problem is solved easily by the use of tape repeats. Tv offers more complications, since hot kinescope prints provide the nearest thing to tape and they involve at least a half-hour delay.

Already networks are winding up their planning for the October extension of daylight time. Their own problems are relatively simple but at the affiliates the shuffling of accounts is often highly complicated and painful.

In addition to traffic headaches, there arise, also, a group of public service problems that are especially severe in the case of time zones west of the Eastern zone. These problems develop from the practice of scheduling programs designed for adults at late evening hours when most youngsters are likely to be in bed.

Some of these programs broadcast in the East at 9 or 10 p.m., for example, are picked up in the Midwest two hours earlier, in the case of areas on standard time. Thus they are on the air at hours when the whole family is likely to be looking at television.

A long-range campaign by NARTB and other industry groups to bring about uniform national time is advocated by C. Wrede Petersmeyer, president of KOTV (TV) Tulsa, Okla. Mr. Petersmeyer has urged NARTB and networks to work jointly for uniform time (see story next page).

At NARTB it was indicated the association favors uniform national time as desirable for broadcasters. While Congressional legislation has appeared from time to time, the problem is a local one for which there is no easy solution. The question arises, too, of the federal government's power to usurp state rights. Two bills (HR 5341, HR 6721) calling for uniform standard time in interstate commerce were introduced in Congress last session by Rep. Joseph P. O'Hara (R-Minn.) but they were pigeonholed.

Through long experience, the national radio and tv networks have developed techniques to handle the semi-annual time transitions. Their affiliates have been cooperative, but the detailed routine at the local level poses difficult problems.

Spot check by B•T of radio and television networks in New York revealed they expected few complications to arise from the extension of daylight time in some areas of the country to Oct. 30.

A CBS-TV official said his network does not consider the difference in time changes "serious" as it has had to cope with a similar problem in past years—every time there is a change—because of local differences. He said reports coming in from stations as to when programs will be available show the outlets will revise their schedules, when necessary.

In the event a network show conflicts with a sponsored local show, he said, the network will give the station the opportunity of carrying the network show by hot kine in another available time period. The West Coast goes on standard time Sept. 25, he said. This creates no problem as programs there are carried either on film or by hot kine throughout the year, and this procedure will be continued.

An NBC-TV spokesman voiced a similar view. He said stations replying to a network questionnaire have evinced a desire to cooperate by rearranging their local schedules, when necessary. NBC-TV provided B•T with a breakdown of its stations with respect to the question of extended daylight time. On the basis of replies, it was shown that 22 stations, mainly in the East, will stay on daylight time through Oct. 30; eight will return to standard time Sept. 25; 105 stations, mainly in the South and Midwest, are not on daylight time but remain on standard throughout the year; four stations in Indiana remain on daylight time throughout the year.

Radio networks plan to remain on daylight time through Oct. 30. Arrangements have been made to extend the one-hour delay service not only to regular standard time stations of the summertime but also to stations which revert to standard time earlier than the end of October.

A spokesman for the DuMont Television Network said its three remaining network shows will be carried on New York time, and affiliated stations have reported no complications in time schedules.

ABC was in the process of developing its full plans for the fall and is expected shortly to announce any adjustments it may have to make to compensate for the extension of daylight savings time.

The Midwest time schedules have remained relatively stable throughout the summer. As in past seasons, Chicago has retained daylight time. Radio networks, in some instances, serve as focal origination points for other network affiliates in the area.

A typical radio example is that of NBC Central Div., which annually sets up a "Green Network" operating among its production and engineering personnel, using recording studio "F" in Chicago as a feed for the whole NBC radio network and servicing 145 affiliates. Provision is made for tape-recorded delayed broadcasts to affiliates in areas not observing DST during the summer.

There are, however, peculiar situations in parts of Ohio, Wisconsin and other states. For instance ABC Radio's *Breakfast Club* is carried in Dayton and Cincinnati, and Arthur Godfrey's morning show, on their network affiliates at 8 and 9 a.m., respectively, despite the fact that Dayton and Cincinnati remain on Central Standard Time, an hour behind Chicago and two behind New York.

In Milwaukee, as in Chicago, there have been no great upheavals in network tv programs, with NBC and CBS o&o outlets carrying New York originated shows two hours behind the East Coast on the clock and an hour back of Chicago. Few kinescopes are utilized.

There were actual conflicts in parts of Indiana this past summer in a drive led by newspaper and business interests as South Bend and other cities fell into line behind a state law specifying Central Standard Time. At the time stations felt the measures, adopted on the basis of referendums and local council actions, would disrupt local shows, particularly in overlapping market areas, but stations made the best of it.

While CST is standard in Indiana, a number of cities observed DST by urging business firms to open and close an hour earlier. Radio-tv towns using an unofficial form of DST included Anderson, Columbus, Fort Wayne, Warsaw, New Albany, New Castle, Indianapolis, Marion, Muncie, Portland, Richmond, and Elkhart. Actually, all of them operate on DST all year around.

On the West Coast producers and program executives report no unusual problems are expected since they have been in a sense, working on a daylight saving schedule all along. Network officials explain this is because of the ordinary time lag encountered in Hollywood originations for the East and Midwest the year round.

When it's 9 p.m. in New York it's 6 p.m. in Hollywood, they point out. Live originations are staggered if the sponsor asks 9 p.m. on the network across the country, with the western showing at later hours supplied by hot kine reruns for tv and tape for radio.

Radio network officials particularly have been accustomed to meeting the different time gaps with tape. Its use permits even greater flexibility in matching times in various areas than does tv kinescope, although the latter can be filmed one hour and be ready for re-run by the end of another hour. In practice, however, the usual lapse is about two hours, network program people said, with many being held for re-run the third hour.

Typical of comments by radio network executives concerning the extended daylight time problem is this comment by an NBC spokesman, "We don't consider it a problem at all. It's routine especially now that we use

DST in October

CITIES and states that have adopted the October extension of daylight time, according to *Guide to Daylight Saving Time* published by Mary Pembor (Pembor Publications, Chicago), of the *Chicago Tribune's* public service office, are as follows:

Connecticut—Statewide through Oct. 29.

Illinois—ends Sept. 25 except in Aurora, Chicago, Maywood and Waukegan, all Oct. 30.

Massachusetts—Statewide through Oct. 31.

New Jersey—Statewide through Oct. 29.

New York—Statewide through Oct. 29.

Ohio—Daylight time ends Sept. 24 with exception of Bedford which has year-round daylight time.

Pennsylvania—Statewide through Sept. 24. Aliquippa, Connellsville, Coraopolis, New Castle, Pittsburgh and Wayne Junction through Oct. 29.

Rhode Island—Statewide through Oct. 29.

Vermont — Statewide "generally" through Oct. 30.

tape." An ABC official whose network is using tape originations from San Francisco said, "It's real simple these days. Double originations are no problem at all any more."

Don Lee Mutual's West Coast radio network expects no trouble this fall from the time differentials.

Consolidated Film Industries, a major kinescope processing laboratory which claims to handle 75% of the tv network business, reported it can run a film through in less than a half-hour. The traffic problem for the messenger to and from a network is the biggest headache, a company representative told B•T.

Television network officials were equally optimistic concerning West Coast originations. ABC, CBS and NBC representatives related they will continue to use kinescopes for matching program time to local time in solving any daylight time difference, although the CBS representative admitted there may be some slight dislocation of daytime schedules in certain communities. At most the network will only be an hour off, he said, indicating this is not critical for this part of the day. Kinescopes and shifting of live originations solve the problem at night, he noted.

TRIANGLE PUBLISHING DICKERS TO BUY WFBG-AM-TV ALTOONA FOR $3,650,000

Deal now being negotiated between Philadelphia group and Annenberg-Gable interests would be for $2.9 million in cash plus $750,000 over 10-year period. Triangle is out to get a 'full quota' of tv stations.

IN LINE with its quest for its "full quota" of television stations, Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia, *Philadelphia Inquirer*, and other properties) is negotiating to purchase WFBG-AM-TV Altoona, Pa., for an aggregate price of $3,650,000, B•T learned last week.

Conversations, which have been in progress for some 60 days, are understood to have reached the contract-writing stage between the Walter Annenberg and Gable Dept. Store interests, founders and owners of the Altoona stations. Roger W. Clipp, general manager of Triangle's radio and television properties, and George P. Gable, president, and W. Stanley Truby, vice president of Altoona Broadcasting Co., subsidiary of the department store, have been the participants.

The transaction is understood to involve payment of $2,900,000 cash, plus $750,000 over a 10-year period, to be absorbed in the purchase of time by the department store over the WFBG stations.

It was ascertained that Mr. Truby had notified personnel of the stations that the negotiations were in progress, but that nothing had been signed, sealed or delivered. Counsel for the Gable companies are exploring tax aspects, it is understood, to ascertain whether the sale would be advantageous to the stockholders. Mr. Gable and his family control the properties, but there are other substantial stockholders.

A firm offer has been made by Triangle through Mr. Clipp, and is now being explored preparatory to decision. The Gable group, it was learned, is disposed to accept, if the tax aspects are reconciled, despite the highly successful operations. WFBG-TV operates on ch. 10, with full visual power of 316 kw and 158 kw aural, and is affiliated with all networks. It began operation on March 1, 1953, and is represented nationally by H-R Television Inc.

WFBG, which began operation in 1925, operates on 1340 kc with 250 w. It is NBC-affiliated and represented by H-R Representatives Inc. John M. Snyder is managing director of both properties. If the transaction is consummated, it is understood that management and staffs would remain intact, under Mr. Clipp's overall supervision.

Seeks to Buy WLBR-TV

Triangle currently has pending before the FCC an application to purchase the now-dark WLBR-TV Lebanon, Pa. Questions of concentration, overlap and economic injury to other uhf stations in the area were raised as FCC sent a McFarland letter to ch. 15 WLBR-TV, saying it could not grant the transfer without a hearing [B•T, Aug. 1]. Triangle has 30 days to reply. Objections were raised by WHP-TV and WCMB-TV, Harrisburg uhf stations. They said Lebanon is only 70 miles from Philadelphia, claiming overlap between WFIL-TV and WLBR-TV.

Lebanon is roughly 25 miles northeast of Harrisburg, and 106 miles east of Altoona.

The WLBR-TV sale to Triangle involved a price of $115,000 plus assumption of obligations totaling $125,000. WLBR-TV went on the air in October 1953, suspending in October 1954. It is 52% owned by Lebanon Broadcasting Co. (WLBR) and 38% by the *Lebanon News*.

Sale of WNBF-AM-TV Binghamton, N. Y., to Triangle for $3 million was approved by the FCC in early May [B•T, May 9]. The stations were sold by John C. Clark Sr. and family. Sale documents showed Triangle last March had a net worth of more than $25 million, and netted over $3 million in 1953 and 1954.

Triangle electronic properties include, besides WFIL-AM-TV Philadelphia and WNBF-AM-TV Binghamton, a 50% interest in WHGB Harrisburg. Triangle publications, besides the *Inquirer*, are *Seventeen*, *Official Detective*, *Morning Telegraph*, *Daily Racing Form* and *Tv Guide*.

Petersmeyer Seeks Uniform Time System

BROADCASTERS, particularly in tv, face the danger of public resentment against scheduling of crime and mystery programs in the Midwest and Far West at all-family viewing hours because of daylight time, according to C. Wrede Petersmeyer, president of KOTV (TV) Tulsa, Okla. (see daylight roundup story page 65).

Mr. Petersmeyer has urged NARTB and networks to join a campaign of public discussion and legislative activity in an effort to work out the ethical difficulties inherent in the nation's daylight-standard time shambles. He explained the programming problem this way:

"The networks spend a great deal of time and effort in proper programming. In general, this programming dictates that crime and mystery stories come in the late evening along with beer advertising, fights, etc., and that family-type programming comes in the early evening periods.

"Approximately 40% of the population of the country resides in the Central time zone where such programs that originate in the East, even in the winter months, are shown an hour earlier than in the eastern markets. In areas in the Central time zone that are not on daylight saving time, these shows come two hours earlier during the summer months.

"Hence, in Tulsa for instance, *Playhouse of Stars* sponsored by Schlitz is now shown at 7 p.m., *Dragnet* and the *Medic* at 7 p.m., and *Studio One* at 8 p.m.

"Many of these programs are tough shows not designed for the viewing of small, impressionable children. My own six- and eight-year-old children are often up in the summer after 8 o'clock and are bound to hear and see the thoroughly adult fare that now falls here in the early evening. The legislators criticize the networks for their programming, and yet the networks cannot completely control the situation because of differences in time."

This time difficulty is worse in tv than radio, he said, noting the approaching extension of daylight time until the end of October in some areas.

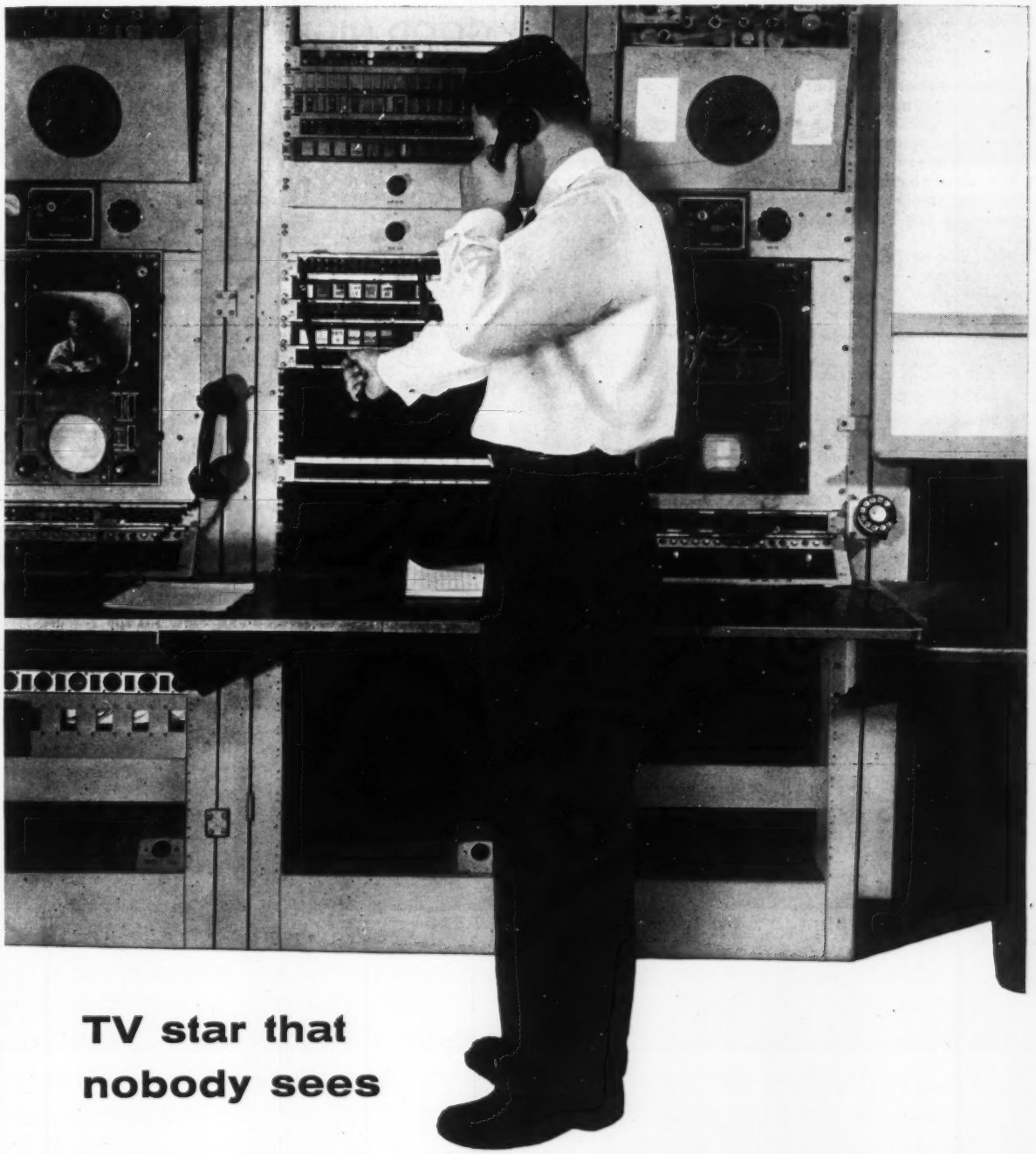
Mr. Petersmeyer said solution of the problem is difficult because decisions are up to local lawmakers. "Thus far, many legislators have stubbornly refused to adopt daylight saving time," he said. "However, something new has been added now with television. Legislators have children, and television plays as important a part in the lives of legislators and their families as in those of their constituents. If their own families spend an average of 4½ hours a day watching television, they must be as upset with the changes in programming due to daylight saving time as are the members of the industry themselves."

On that basis, he said, the industry should start "an all-out effort to persuade legislators to adopt uniform daylight saving time policies."

Mr. Petersmeyer has some ideas on the subject:

"I suggest that the three major networks devote panel discussions during their sustaining time on Sundays to a discussion of this important problem and that in those shows they request that their viewers write their local legislators requesting action on the problem.

"Secondly, I suggest that NARTB work up a program to be presented to its members outlining the promotion spots that might be used on station to develop public opinion on the problem and the method by which the stations can instigate legislation in their states. NARTB might even include the names of the key legislators in respective cities that should be prevailed upon to present bills recommending adoption of daylight saving time. I believe that with the combination of network programming devoted to the subject and work by the local stations through the NARTB something can be done to correct the situation before 1956."



TV star that nobody sees

One of the real TV network "stars" is this technician at work in one of the scores of Bell System TV control rooms across the country.

You never see him on a television screen. But because of his work, television network programs – black and white or color – are successfully transmitted from city to city.

His job is to keep an eye on TV–to make sure that the picture is high quality, to switch programs from one pickup city to another, to add stations to the network, to change channels as necessary.

He is one of more than a thousand trained technicians who are engaged in this work.

They use special equipment, like that shown above, to provide the finest possible television transmission on nearly 70,000 channel miles of Bell System network.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow.

WHAT IS BETTER THAN A GOOD NIGHT'S SLEEP?

TELEVISION, so adept in getting you up in the morning, hustling you off to work on time, keeping you informed and entertained with story, music, song and dance, teaching the little woman new and exciting ways to cook, sew, run her household more smoothly and keep her husband and kiddies happy, has ventured a step further. Now it puts you to bed.

WRCA-TV New York has designed a program to combat insomnia. The show is appropriately titled *Count Sheep,* and is available to the restless public from 1-1:05 a.m. Tuesday through Saturday, following NBC-TV's *Tonight.*

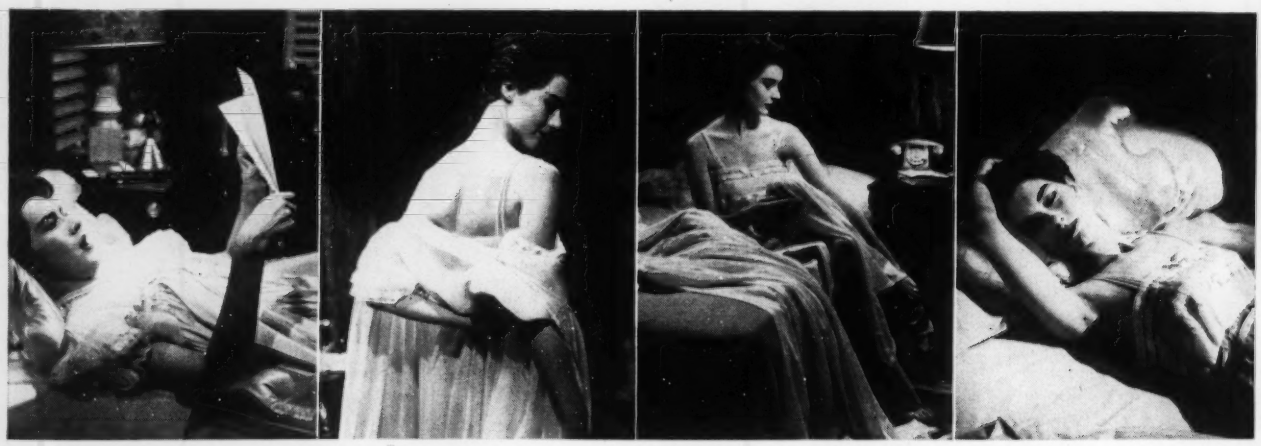
The focal point of *Count Sheep* is Nancy Berg, a model who pockets a tidy $100 per hour posing for fashion magazine photographs. In addition to her poise, talent, charm and exceptionally good looks, since her WRCA-TV debut you might also term Miss Berg a rather potent nightcap, as the accompanying pictures illustrate.

When you get right down to it, all Miss Berg would have to do in her television assignment is *be* there and WRCA-TV would never be neglected by insomniacs—particularly trousers-wearing insomniacs. But *Count Sheep* keeps her busy with a variety of pre-bedtime chores.

To the restful strains of Brahm's "Lullaby," Miss Berg, in lacy negligee, floats about the set, counting animated sheep as they jump over a fence. She also busies herself generally with the routine things pretty ladies do before retiring, such as combing her hair. In the interest of public service, Miss Berg also gives helpful hints on how to go about getting a good night's sleep. Among her suggestions to date are pouring ice water in a plastic pillow for summer slumber, doing exercises to relax, selecting appropriate bedtime reading, and—of all things—learning to sleep-walk properly.

If Miss Berg is to stimulate relaxation in the viewer she too must be relaxed. One method she reportedly uses is to say over and over to herself "I am an iceberg, I am an iceberg, I mean I am a Nancy Berg." This trick works best if your last name happens to be Berg. The repetition of such witticisms helps keep Miss Berg psychologically cool, the station says.

Of course, it's perfectly clear that behind *Count Sheep*—which is being offered to sponsors who have lambs or sheep for trademarks as well as to manufacturers of blankets, beds, nightgowns and pajamas—lurks a sinister plot. WRCA-TV isn't at all interested in putting viewers to sleep. By displaying Miss Berg in filmy nighties, the station counts on snapping the audience to wide-eyed alertness. The visual memory of Miss Berg slipped off to shapely slumber could keep a viewer staring at his screen until *Today* comes on at 7 o'clock next morning.



And . . . so . . . to . . . sleep.

KFJZ-TV NAMES EXECUTIVE STAFF

Charles B. Jordan named general manager of the new outlet, which expects to start operation next month.

CHARLES B. JORDAN, for the past seven years vice president and assistant general manager of the Texas State Network, has been appointed general manager of KFJZ-TV Fort Worth, Tex., according to an announcement by Gene L. Cagle, KFJZ-TV and TSN president. Prior to joining TSN Mr. Jordan was manager of WRR Dallas for 20 years.

At the same time Mr. Cagle announced the completion of executive staff appointments at the station, which expects to take to the airwaves next month. Dale Drake, TSN national sales manager, has been named to handle KFJZ-TV national sales. He also is a former manager of WRR. Buck Long, formerly program director of KFDA-TV Amarillo, Tex., and before that with WFAA-TV Dallas, is operations manager of the new outlet. Arno Mueller, assistant to the treasurer in the accounting department of TSN, is operations coordinator.

Commercial Manager John Hopkins formerly was general manager of KTOK Oklahoma City and KFDA-AM-TV. Previously he had been with KFJZ radio. News editor is Porter Randall who has been with KFJZ and TSN for 15 years. John Steegal, formerly director at KFDA-TV, is production supervisor. He previously was with Reed-Petty Adv. Agency. Joseph B. Haigh is chief engineer and has been an engineer with TSN since 1938. Publicity and Sales Promotion Director J. Bert Mitchell Jr. formerly was associated with KRBC-TV Abilene, Tex. Previously he was sales-program coordinator for KOA Denver.

KFJZ-TV, ch. 11, aimed at the Fort Worth-Dallas market, will operate on 210 kw with a 1074-ft. tower.

Lanford Buys Out Allen, Takes Over KALB-AM-FM-TV

T. B. LANFORD, 47.2% owner of KALB-AM-FM-TV Alexandria, La., has become 99% owner of the stations with the purchase of 52% interest from W. H. Allen for $200,000, plus additional considerations of about $30,000. Application for FCC approval was filed last week. Grove Stafford, a director, owns less than 1%.

The sale agreement stated that Mr. Allen will receive $150,000 net plus about $50,000 to cover federal and state taxes which occur as a result of the sale. Mr. Allen, who is entering semi-retirement, will be retained as consultant on a parttime basis for $1,000 a month for 2½ years. In addition, the application noted, Mr. Allen will pay Alexandria Broadcasting Co., licensee, $100 for the firm's Cadillac he has.

As of June 30, Alexandria Broadcasting listed current assets of $128,499, including radio accounts receivable of $29,813 and tv receivables of $42,015. Total assets were set at $513,928. Total liabilities, the application showed, were $187,047, including notes payable of $110,374 due General Electric and $7,921 due DuMont Labs.

Mr. Lanford also has interests in KPLC-AM-TV Lake Charles, La.; KRMD-AM-FM Shreveport, La.; WSLI-WJTV (TV) Jackson, Miss., and KRRV Sherman, Tex.

KALB-TV (ch. 5) began operating in October 1954 and is affiliated with all four networks. KALB is on 580 kc with 5 kw day, 1 kw night.

CBS Tv Spot Sales Offers Test Program

UNDER a new service of CBS Television Spot Sales, stations represented by that organization are now offering advertisers and their agencies a new opportunity to test the sales effectiveness of spot tv.

As outlined last week by Clark George, general manager of CBS Tv Spot Sales, the new service, known as the "spot-check plan," provides advertisers with a means of measuring the selling impact of spot tv with a variety of testing possibilities, including types of copy, length of announcements, live versus film, responsiveness of audience at different times of day.

Mr. George reported that the first advertiser to use the new plan will be E. I. DuPont de Nemours & Co., which on Aug. 29 starts 13-week campaigns in three southern markets. The products will include DuPont No. 7 auto polish, DuPont paints, and Duco enamel. Agency for DuPont is BBDO, New York.

Market Tests

An important feature of the "spot-check plan," according to Mr. George, is a series of "before and after" interviews made in a large panel of test market homes by The Pulse Inc. He said interviewers were in the field last week pre-testing for DuPont.

"The plan," Mr. George explained, "was initiated by the CBS company-owned stations and was developed by CBS Television Spot Sales to include represented stations in other leading markets. The spot sales research department is prepared to work with the advertisers and their agencies in the planning of each test to gather data regarding the medium and its techniques."

NBC Spot Sales Signs New British Tv System

OVERSEAS activities of NBC Spot Sales were expanded last week when arrangements were completed by the sales unit to represent Associated Broadcasting Co. Ltd., program contractor in England's forthcoming commercial tv system, in the U. S. The agreement was reached by Harry Alan Towers and Richard L. Meyer, directors of the British broadcasting groups, and Thomas B. McFadden, vice president in charge of NBC Spot Sales.

The representation organization plans to emphasize services other than selling, since most of the commercial business in British television will be placed through London offices of advertising agencies. NBC Spot Sales will be on call for assistance or advice in technical, traffic and other broadcasting matters, Mr. McFadden said.

When the commercial system is inaugurated in Great Britain on Sept. 22, four groups of broadcasters will share commercial programming on a rotating basis. Associated will program in London on Saturdays and Sundays and in Birmingham Monday through Friday.

In addition to this overseas arrangement, NBC Spot Sales also represents KONA (TV) and KGU Honolulu—some 8,430 air miles from London—as well as NBC o&o stations and others.

Three Radio, Two Tv Outlets Added to Avery-Knodel List

AVERY-KNODEL announced last week that as an outgrowth of its staff expansion during the past year, the company has been named as new national sales representative for two tv stations and three radio stations. New station clients are WKRG-AM-TV Mobile, KWWL-AM-TV Waterloo and WROW Albany, N. Y.

WKRG-TV (ch. 5) is to begin operations on Sept. 5 as a primary CBS-TV affiliate. KWWL-TV (ch. 7) is an NBC-TV station and has been on the air since November 1953. WROW on 590 kc, with 5 kw daytime and 1 kw nighttime, shortly will become a CBS Radio affiliate.

Huntress, Express Pub. Head, Dies; Operated KENS-AM-TV

FRANK G. HUNTRESS Sr., chairman of the board of The Express Publishing Co., publisher of the *San Antonio Express* and licensee of KENS-AM-TV San Antonio, died in his sleep July 30. He was 85.

Mr. Huntress had been with Express Publishing for 71 years, starting as a newsboy in 1884. 1910 was made vice president and general manager. The following year he became president and publisher and in 1918 started the *San Antonio Evening News*.

Mr. Huntress organized the Sunshine Broadcasting Co. in 1949 to operate KTSA San Antonio. Express sold KTSA in 1954 to purchase KENS-AM-TV from Storer Broadcasting Co.

With failing health during the past two years, Mr. Huntress gradually relinquished control of Express to his son, Frank Jr., its president. Survivors in addition to Frank Jr. are his wife, Katherine, and a daughter, Mrs. Merton Minter.

2,343 TONS OF COFFEE!!

Just one pound of your coffee sold to the radio homes in WGN's area would mean 2,343 tons sold—$4,218,174 at ninety cents a pound!*

WGN reaches more homes than any other advertising medium in Chicago, and our Complete Market Saturation Plan has proven it can sell your products to these homes.

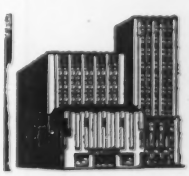
*Nielsen Coverage Service

A Clear Channel Station Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Representative: Geo. P. Hollingbery Co.
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

A WHIRLY-BIRD tour of KGUL-TV's Galveston-Houston operations was arranged for movie star-stockholder Jimmy Stewart and his wife, Gloria. The helicopter trip was made from Houston studios at the Prudential Insurance Bldg., over the station's transmitter between the two cities, and then on to the main studios in Galveston. Paul Taft (l), station president, arranged the inspection trip.

One Tv Station Goes on Air; Three Others Plan Sept. Start

WILL-TV Urbana-Champaign, Ill. (ch. 12), operated by the U. of Illinois, is the nation's 14th educational television station on the air—it began telecasting last Monday. In addition three other tv stations have reported the dates that they expect to begin telecasting.

These are:

KNTV (TV) San Jose, Calif. (ch. 11), which is scheduled to begin operation on or about Sept. 1, has been transmitting test patterns since last Monday. Harry Y. Maynard has been named station manager.

KTBS-TV Shreveport, La., (ch. 3), affiliated with NBC-TV and represented nationally by Edward Petry & Co., is planning to start operations Sept. 3. E. Newton Wray is president-general manager of the station. KTBS-TV will operate with 100 kw and a tower 1,151 ft. above average terrain.

WTTW (TV) Chicago (ch. 11), an educational tv station, expects to start test programming Sept. 6.

William Grayson Appointed WRC-AM-TV Program Head

APPOINTMENT of William Grayson as program manager of WRC-AM-TV Washington has been announced by NBC Vice President Carleton D. Smith, general manager of the NBC-owned stations. He succeeds George Dorsey, who has accepted a position as Washington office manager for Universal-International Pictures.

MR. GRAYSON

Mr. Grayson joined NBC in Washington in 1948 and has served successively as program coordinator, operations director and sales executive for WRC-AM-TV. In his new assignment he will report to James E. Kovach, director of programs.

ALABAMA OUTLETS SWEPT BY FIRE

Damage to WCOV-AM-TV Montgomery, Ala., exceeds $350,000 as result of Friday morning blaze. Emergency gear shipped at once by RCA.

VIRTUALLY all technical equipment of WCOV-TV Montgomery, Ala., and studio equipment of WCOV were reported destroyed and studios and offices were damaged in a fire that swept the studio and tv transmitter building early Friday morning.

General Manager Hugh M. Smith, in New York on business, said he had been informed the ch. 20 television station's technical equipment was "a complete washout." He estimated this loss at approximately $350,000. With luck in securing new equipment promptly, he said, the station should be able to return to the air in a few weeks, possibly two. At mid-morning Friday Mr. Smith said RCA was shipping emergency equipment that day.

Mr. Smith said the studio equipment of WCOV-AM also was destroyed but that operations would continue from the transmitter without delay.

The loss was fully covered by insurance.

In addition to the technical loss, according to reports from the stations, about half of the building housing the radio and tv studios and the tv transmitter was damaged or destroyed. Some of the girders buckled from the heat and there was damage from smoke as well as flame. The fire occurred about 4:30 a.m. Friday and apparently originated, so far as first investigations could determine, in a master time clock.

WCOV-TV has been on the air since April 1953 and has been operating "in the black" almost from the start, Mr. Smith said. It is affiliated with CBS-TV and ABC-TV. WCOV, on 1170 kc with 10 kw day and 1 kw night and affiliated with CBS Radio, has been operating since 1939.

WRCA-TV Sets Drive With 2 Dept. Stores

AGREEMENT on a 10-week advertising campaign was completed last week by WRCA-TV New York with Macy's and Abraham & Straus, New York department stores, "to test the selling muscles of television" for stores of this type, it was announced by Hamilton Shea, NBC vice president in charge of WRCA-AM-TV. The drive will get under way Aug. 15.

Mr. Shea said the station's merchandising staff will team up with the advertising-creative-merchandising executives of the retail corporations to develop advertising programs whose results will serve as a guide for future advertising campaigns.

Head of the WRCA-TV staff which will work on the project is Max E. Buck, director of advertising, promotion and merchandising. Pegeen Fitzgerald, a department store merchandising executive before she became a radio performer, has joined Mr. Buck's staff.

The campaign calls for 10- and 20-second station-break announcements and one-minute commercial participations in WRCA-TV programs. Subject matter of the commercials will range from departmental promotions to specific items on sale. The stores will furnish WRCA-TV with information on their success as a source of case history material in the use of tv to move goods.

Mr. Shea estimated that each campaign will register nearly 17 million viewer impressions a week. By carefully analyzing results, he said, the station will be able to advise retailers on what they should not do as well as what they should do in using television.

William M. Davidson Named To WRCA-AM-TV Position

APPOINTMENT of William M. Davidson as assistant general manager of WRCA-AM-TV New York was announced last week by Hamilton Shea, NBC vice president in charge of o&o WRCA-AM-TV. The assignment is effective Sept. 1.

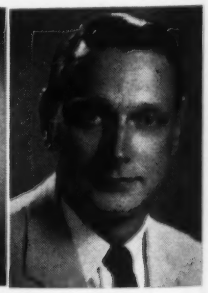
Mr. Davidson currently is assistant general manager and director of sales for WTAM and WNBK (TV) Cleveland, NBC o&o stations there. From 1952 to 1954 he was national manager of NBC Radio Spot Sales. He formerly was with ABC, Free & Peters representative firm, Benton & Bowles and J. Walter Thompson Co.

Roberts to Manage KRLD; Cuny to KRLD-TV Sales Job

WILLIAM A. ROBERTS, assistant general manager in charge of advertising sales for KRLD-AM-TV Dallas, has been promoted to manager of KRLD, Clyde W. Rembert, president of the stations, announced last week. Simultaneously, Mr. Rembert announced the promotion of Gene Cuny to commercial manager of KRLD-TV.

Mr. Rembert said that Mr. Roberts, a more than 25-year radio-tv veteran, ". . . will devote his entire talent and efforts exclusively to radio management and sales where he has made an outstanding record."

MR. ROBERTS



MR. CUNY

Referring to Mr. Cuny's appointment, Mr. Rembert said, ". . . a younger member of the KRLD station's organization, [he] brings with him a lot of fine training and experience that will benefit both our advertisers and our station operations."

KEYT (TV) Local Sales Jump

KEYT (TV) Santa Barbara, Calif., reports that local sales for the first six months of 1955 have shown a 35% increase over the corresponding months of 1954. The ch. 3 station further reports that consistent monthly increases in local sales indicate that by fall the increase may rise to as high as 50% over last year. The station is affiliated with the four tv networks and is represented by George P. Hollingbery Co.

Shawd Files Affidavit Denying WKBZ Sale Offer

ARCH SHAWD, president and general manager of WKBZ Muskegon, Mich., has filed an affidavit denying claims made in a suit filed by Don Mann, Chicago station salesman, in which he alleges Mr. Shawd broke an agreement for sale of his majority interest in WKBZ.

The affidavit, filed in U. S. District Court for the Western District of Michigan (Southern Div.) July 29, denies there is any cause for action in connection with the suit filed in June, according to a station spokesman.

Mr. Shawd was represented as having claimed the alleged deal was in the form of a so-called "memorandum" rather than an agreement, and that it contained the reservation that any such deal be consummated "with the permission of Mr. Grant F. Ashbacker." The station is licensed to the Ashbacker Radio Corp. Mr. Ashbacker refused to extend permission, it was explained.

WISN-TV Announces Winners In Tower Completion Contest

WINNER of the top prize of $400 in the tower-completion guessing contest conducted by WISN-TV Milwaukee, Wis., is Suzanne Herz of Biow-Beirn-Toigo Inc. Construction on the 1,105-ft. tower was completed at 6:10:15 p.m., Sunday, July 24, and Miss Herz' guess of July 25, 12:05:44 p.m. was close enough to win, indicating, WISN-TV points out, that most entrants were not aware that tv stations work on Sundays.

Richard Scott, American Chicle Co., Long Island City, N. Y., won the second prize of $200, and third prize of $100 went to Gene O'Fallon of KFEL-TV Denver, Colo. Topping the consumer prizes was a 1955 Plymouth Plaza, which was awarded on a special tv program July 24 in celebration of the tower completion. Over $6000 in merchandise and cash prizes were given away by WISN-TV.

KTVH (TV) Names Ken Cook

KENNETH H. COOK, formerly chief engineer for KCKT (TV) Great Bend, Kan., has been named chief engineer of KTVH (TV) Hutchinson (Wichita), Kan., Howard O. Peterson, KTVH general manager has announced.

MR. COOK

Mr. Cook, a graduate of Kansas State College and a registered professional engineer, served for 17 years at KMBC-AM-TV Kansas City, Mo., and he was chief engineer of the stations when he moved to KCKT.

KROC-TV Appoints Beckjorden

MRS. Elisabeth Beckjorden, who has been serving as station network representative for KELO-TV Sioux Falls, S. D., has been named to act in a similar capacity for KROC-TV Rochester, Minn. In the event network sponsors have not ordered the stations she represents, Mrs. Beckjorden negotiates directly with network sponsors. Mrs. Beckjorden doubles as supervisor of radio-tv recruitment for Personnel Assoc., New York employment agency.

An L. A. Indie Puts Its Story on Film

KLAC Los Angeles believes in spending money to make money.

An independent operation, fighting multiple radio-tv competition by using big-name personalities and popular music with news and sports, KLAC last Tuesday introduced to the trade its latest self-promotion investment, a $10,000 color film, "The KLAC Story." It was shown simultaneously at trade luncheons in both Hollywood and New York.

Boosting the growth and effectiveness of radio as an advertising medium in general, as well as KLAC specifically, the film now goes on the road to advertising agencies across the U. S. It will be shown by Adam Young Jr. Inc., KLAC's national sales representative, which also will exhibit the film to agency clients when so desired by an agency.

The film is a 20-minute radio success story and was produced under the supervision of Mortimer Hall, KLAC president, and Felix Adams, station sales manager.

Mr. Hall said KLAC pioneered the use of name stars and bands doing station breaks and other on-air promotions, pointing out that the station devotes $3,600 worth of its air time weekly for self-promotion. The music formula, Mr. Hall said, pivots around the KLAC "big five," the station's roster of round-the-clock disc jockeys who are featured in the new film. These are Peter Potter, Dick Haynes, Jim Ameche, Alex Cooper and Gene Norman.

KLAC also has just completed its annual "Christmas in July" trade promotion. Instead of passing out gifts at the usual time around Dec. 25, KLAC does it in midsummer and this year gave sport shirts made of imported fabrics.

SALES Manager Felix Adams (seated) shows KLAC President Mortimer Hall some footage from the station's color film presentation, "The KLAC Story."

Weed Urges Tv Industry To Keep Control Over Film

CITING the increasing use of motion pictures in spot television, Joseph J. Weed, president of Weed Television Corp., last week warned against the possible yielding of program controls to the motion picture industry by stations, sponsors and agencies.

Mr. Weed observed that he has been "a consistently staunch supporter for films in spot tv." But he pointed out that with the "huge upsurge" in the scheduling of filmed programs, it is "important for the tv industry to hold on firmly to all its programming prerogatives and to excercise its authority in the shaping and building of programs in order that all desired high standards be met." He asserted that stations, sponsors and agencies must be assured that "quality goes into the reels at the very start, rather than worrying over editing and the order of re-takes at later dates."

WPIX (TV) Again in Garden

WPIX (TV) New York will present for the sixth straight year a schedule of 58 fall and winter sports events from Madison Square Garden, starting Oct. 29. The 1955-56 schedule will include championship events in professional hockey, professional basketball and college basketball, plus the Westminister Kennel Club Dog Show and the National Horse Show.

KGVO Reports Business Rise

IN a business report for the first six months of 1955, KGVO Missoula, Mont., has announced that local business and national spot are up 32% and 13%, respectively, over the corresponding months for 1954. Guy Farnsworth, station manager, who made the announcement, attributes the rise to the expanding market and favorable local economic conditions. The CBS-affiliated station operates at 1290 kc with 5,000 w, and is now in its 25th year of operation.

KNX Local Billings Up 24.6%

KNX Los Angeles has announced record local sales for the first six months of 1955 with billings 24.6% ahead of the same period for last year. Bert West, general sales manager for the station and the Columbia Pacific Radio Network, attributed the rise to continued heavy use of daytime programs and announcements plus increased use of nighttime by advertisers.

KTBS-TV Completing Tower

KTBS-TV Shreveport, La., reports that construction on its proposed 1,153-ft. tower is moving along with work expected to be completed by Aug. 25. The ch. 3 station is scheduled to go on the air Sept. 3. Cost of the 70-ton tower is $150,000 and, according to KTBS-TV, it will be the world's 10th tallest man-made object and the tallest structure in Louisiana. It is expected that the tower will provide KTBS-TV reception radius of 100 miles.

WROX Opens New Studios

CEREMONIES marking the opening of completely new and modern studios of WROX Clarksdale, Fla., has been scheduled for Wednesday. The station moved to the new studios, located in the city's Alcazar Hotel, on July 8, but additional work is required before all facilities are completed, the station announced. WROX operates on 1450 kc with 250 w and is owned by Eunice T. Imes of Columbus, Miss.

Coverage?

KGMC Englewood, Colo., apparently believes literally in its slogan about going "Where the News Is—We Don't Wait for the News to Come to Us." It covered a wedding at the Colorado Sunshine Club near Denver, according to George G. Entz, program director. There usually is nothing significant in covering a wedding but this one was an unusual event. The club is one of the nation's leading nudist camps, boasting over 300 members. Mr. Entz duly noted a special attraction there in the form of Evelyn "$50,000 Treasure Chest" West, stripteaser who was maid of honor. Station personnel drew straws to see who accompanied Grady Franklin Maples, co-owner and manager, on the remote.

[Editor's Note: There is no tv outlet in Englewood.]

WGSA Ephrata, Pa., Starts

WGSA Ephrata, Pa., new 500 w daytime outlet on 1310 kc, went on the air July 26 after receiving FCC authorization for program tests July 25, and staged dedication of its facilities July 31. The station, with its transmitter and studios on Ephrata Mountain about 10 miles northeast of Lancaster, operates from 6 a.m. until local sunset, programming an all-music format. Its coverage includes Lancaster and Lebanon, as well as Harrisburg and Reading, WGSA reports.

The outlet is owned by Garden Spot Broadcasters Inc. Principals include Samuel R. Youse, Lester J. Grenewalt, John H Norris and George Kienzle.

WAFB-TV, Local Movies Exchange Promotional Aids

TELEVISION and movies inter-play combined for a mutual merchandising assist when a motion picture chain gave free on-screen publicity to a tv show while a local tv station was plugging the movie houses.

The marriage of the two media was performed by WAFB-TV Baton Rouge, La., when promotion chief Grace McElveen induced the local Ogden theatre chain of three movie houses to rerun "The Long, Long Trailer," a film starring Lucille Ball and Desi Arnez, who are also featured on their own tv show *The Sunday Lucy Show*. Latter program is sponsored by Lehn & Fink Products Corp., on CBS-TV through McCann-Erickson, New York, which has offered a total of $1,000 in cash prizes for the best merchandising job on the show and the sponsor's products.

Charles Bazzell, manager of the chain of movie houses, ran 15-second film trailers for three weeks with the copy "It's new! . . . the Sunday Lucy show, 4:00 p.m. Sunday—WAFB-TV Channel 28—sponsored by Lehn & Fink Products." The trailers ran before and after each showing of the film feature.

In return, Mr. Bazzell's theatre received saturation spot announcements from WAFB-TV and radio whenever the outlet plugged the *Sunday Lucy* series.

KDAL-TV Heightens Tower

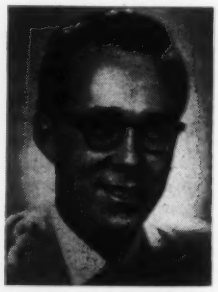
KDAL-TV Duluth has added 262.5 feet to its tower, bringing it up to 816.5 feet above ground, according to Odin Ramsland, vice president-commercial manager. Alpha Erection Co., Iowa City, Iowa, handled the erection. Mr. Ramsland said he believed the antenna is the highest in Minnesota or Wisconsin, with greatly improved service and an extended service area. KDAL-TV operates with 100 kw on ch. 3.

CONTRACT for Farm Bureau Life Insurance Co. to sponsor a series of weekend traffic condition broadcasts from WINS New York's "flying studio," a specially equipped light airplane, is signed by Karl L. Muller (seated), committee chairman of Farm Bureau agents. Watching the proceeding are (l to r) Winston Atherton, Farm Bureau Long Island regional manager; John O'Keefe, Farm Bureau New York district manager; Bob Leder, WINS vice president and general manager; John Keegan, Farm Bureau committee chairman of district managers; Bob Garrity, pilot and announcer, and Charles Seitman, WINS account executive.

C. W. GROVE (l), president of Second Federal Savings & Loan Assn. of Cleveland, contracts for sponsorship of the 11-11:10 p.m. news six nights weekly on WGAR there. Attending the signing are (l to r) Stanley Gee, WGAR sales representative; Carl E. George, general manager of the station, and Jacob E. Hines of Wellman, Buschman & Hines agency.

WBZ-WBZA Names Richards

APPOINTMENT of C. L. (Lud) Richards, advertising and sales promotion manager of WBZ-WBZA Boston, to the new post of national account executive for the station, effective Aug. 29, was announced last week by Paul E. Mills, general manager.



MR. RICHARDS

Mr. Richards has been with the Westinghouse radio operations in Boston since 1952, and previously was sales promotion manager for WBCC Bethesda, Md., and sales manager of WGMS Washington. As national sales executive, he will coordinate national sales in the New England market with Free & Peters, station representatives for many of the Westinghouse stations.

Crosley Personnel Changes

FOUR personnel changes at Crosley Broadcasting Corp. (WLW-WLWT [TV] Cincinnati, WLWD [TV] Dayton, WLWC [TV] Columbus, all Ohio, and WLWA [TV] Atlanta, Ga.) have been announced by James D. Shouse, chairman of the board, and Robert E. Dunville, president.

James E. Allen, publicity and promotion director, becomes director of special projects for the broadcasting company. Mr. Allen is succeeded by James Bruce, who formerly was program manager for WLWT. Mary Renn, program coordinator for Olympus Films, joins Crosley as program administrator for WLWT.

Anscombe Signs for 5 Years

ALFRED E. ANSCOMBE, station manager of WKBW Buffalo, N. Y., has been signed to a five-year contract, Dr. Clinton H. Churchill, president-general manager, has announced. Mr. Anscombe joined WKBW in 1948 as director of public relations. In 1951 he was named commercial manager and in August 1953 he was promoted to his present position. He is also a director of WKBW Inc. and vice president of the company.

Steadily Growing Because It's Constantly Serving . . . And Serving Better . . .

THAT'S THE TRUCKING INDUSTRY!

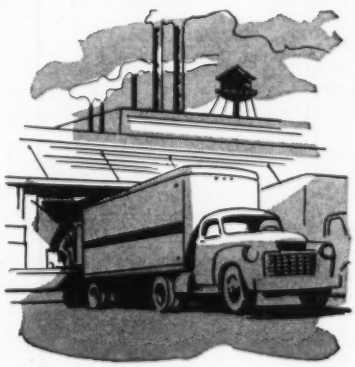
And It Pays As It Serves . . . Truck Fleet Doubled, Tax Payments Tripled, In 10-Year Period!

Increasing demands for the fast, flexible service trucks offer shippers and the public have resulted in the trucking industry *doubling* its fleet of trucks from 1944 to 1954.

Yes, the number of vehicles in the trucking industry's fleet has risen from 4,513,000 in 1944 to 9,412,000 in 1954 — proof of the economical, efficient transportation service motor transport provides.

Every truck you see on the highway is there because it's performing a needed service. It's there because it has a job to do, a job that may be tied right in with *your* job, *your* day to day living.

Trucks pay as they serve, too. In this same 10-year period, the taxes trucks pay rose *threefold* from $561,000,000 to $1,748,000,000! Representing 16% of all vehicles, trucks paid 33% of all state highway user taxes!



Truck transportation provides door-to-door delivery — it's a direct service, with a minimum of freight handling!

Trucks, on the go 24 hours a day, keep the freight moving constantly, get shipments to destination on time!

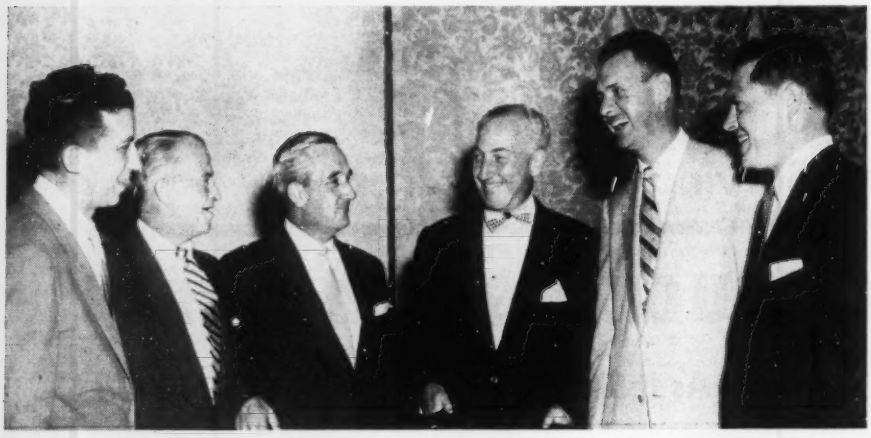
The flexibility of truck transport puts every community — no matter how small — on a direct receiving line.

AMERICAN TRUCKING INDUSTRY

ATA

American Trucking Associations, Inc.
Washington 6, D. C.

If You've Got It . . . A Truck Brought It!



AMONG the more than 200 advertiser and agency executives who attended the WRC Washington party to meet Al Ross, the new morning "Timekeeper," were (l to r): Alvin Q. Ehrlich, Kal, Ehrlich & Merrick agency; Joe Goodfellow, WRC-AM-TV director of sales; Carleton D. Smith, NBC vice president and general manager of WRC-AM-TV; Henry J. Kaufman, Henry J. Kaufman & Assoc.; Mr. Ross, and Harry Karr, WRC sales manager.

Shor Cites 'Stork Club' Show In $1.2 Million Libel Suit

SUIT for $1.2 million was filed in New York Supreme Court last week by restaurateur Bernard "Toots" Shor against Sherman Billingsley, charging Mr. Billingsley with libel, slander and invasion of privacy. Mr. Shor cited the *Stork Club* tv show of May 8, presented on WABC-TV New York.

Named also as defendants are American Broadcasting-Paramount Theatres, owners of the station; the Stork Restaurant Inc., operators of the Stork Club restaurant in which the telecast originated, and Mayfair Products Inc., a company which produced the *Stork Club* tv program.

The compaint asserted that Mr. Billingsley "knowingly, spitefully and maliciously" broadcast statements indicating Mr. Shor was "insolvent, unworthy of credit, and reckless or dishonest."

KFI Announces Rate Changes

CHANGES in its rate structure have been announced by KFI Los Angeles, with a general decrease in Class A time (6:30-10:15 p.m.) and a general increase in Class B time (6:30 a.m.-6:30 p.m.; 10:15-10:30 p.m.). One-minute Class A announcements have been reduced from $125 to $75 and one-minute Class B announcements have been increased from $62.50 to $75, making one rate for Class A and B announcements. The Class A one-hour rate remains at $700 with the Class B one-hour rate rising from $350 to $400.

Westinghouse Invites

INVITATION "to join the Billion Dollar Club in a very profitable venture," is being issued in a promotion piece by Westinghouse Broadcasting Co. on behalf of its stations. Copy points out that in 1954, 28 companies in the U. S. sold over $1 billion worth of goods each. Of that number, it is noted, 25 were among the more than 250 national advertisers who advertised on WBC.

WAGA-TV Completes Tower

WAGA-TV Atlanta's 1,100-foot tower, recently completed, is "even higher than a Georgia pine," says Jack Collins, station manager. WAGA-TV Managing Director Glenn Jackson said the Storer Broadcasting Co. ch. 5 station's new tower also is 1,070 feet above average terrain and 2,049 feet above sea level.

STATION SHORTS

KRNT-TV Des Moines, Iowa, has added Associated Press Photofax, still picture-facsimile service, and also has contracted for daily service of CBS News Film Div.

WORL Boston moves to new studios and larger quarters at 705 Beacon St.

KWK-TV St. Louis is installing 12 kw ERP auxilliary transmitter to be used in event of cable failure or main transmitter failure.

WFMY-TV Greensboro, N. C., reports since it opened new quarters last Jan. 2 approximately 20,000 visitors have toured building.

WGMS Washington has opened auxiliary studio complete with turntables and hi fi pickups in store window of Todd's Appliance & Record Store, 11th & F Sts., N. W. Stan Hamilton, chief announcer, is in charge.

WNDU-TV Notre Dame, Ind., has been added as 364th outlet on Bell Telephone System's nationwide tv facilities network, according to long lines dept., American Telephone & Telegraph Co.

WNHC-TV New Haven, Conn., yesterday (Sun.) conducted outing at Holiday Hill, Cheshire, Conn., for employes and more than 1,000 guests from New England and New York.

REPRESENTATIVE APPOINTMENTS

WKBH-WKBT (TV) La Crosse, Wis., appoint Harry S. Hyett, Minneapolis, as regional representative in Minneapolis-St. Paul area.

WHLI-AM-FM Hempstead, L. I., N. Y., appoints Gill-Perna, N. Y., as national representative.

STATION PEOPLE

Louis Adelman, former head of European Armed Forces Radio, to WLLY Inc. (WLLY Richmond, Va.) as president and general manager; **Steve Ross,** WLEE Richmond, to WLLY as program director; **Dee Deering** to station as assistant manager; **Bill Montgomery,** program director, WNOR Norfolk, Va., to WLLY as production manager.

MR. ADELMAN

Ray Lapica, author and magazine and encyclopedia editor, to KBLA Burbank, Calif., in executive capacity.

Keith W. Horton, vice president in charge of sales, WELM Elmira, N. Y., named general manager; **Frederick H. Elliott Jr.,** sales staff, WTRY Troy, N. Y., to WELM as local and regional sales manager.

Marie Gifford, account executive, KTBS Shreveport, La., appointed commercial manager, KTBS-TV (target date Sept. 3); **Charles Saltsgaver**, program dept. assistant, KTTS-TV Springfield, Mo., named KTBS-TV production manager, effective that date.

MRS. GIFFORD

MR. SALTSGAVER

Clifford M. Kirtland Jr. appointed business manager, WGR Corp. (WGR-AM-TV Buffalo, N. Y.), effective today (Mon.)

Jerome D. Greenberg, sales staff, WAAT Newark, N. J., named merchandising director,

ACTIVATING the first live program feed at WNDU-TV South Bend [B•T, July 25] are (l to r): Rev. Theodore M. Hesburgh, CSC, president of Notre Dame U.; Bernard C. Barth, vice president and general manager of WNDU-TV, and Rev. Edmund P. Joyce, CSC, executive vice president of the university.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

"The Three Musketeers"... and HIGH BLOOD PRESSURE

MEDICAL GUIDANCE, *rest* and *weight control*, these might well be called "the three musketeers" fighting high blood pressure. For when they work together, as "The Three Musketeers" did, they may help protect you against the less serious type of this disorder, or prevent complications if you have it. This form of high blood pressure ("essential hypertension") accounts for more than 90 percent of all cases.

Victims of this disorder are often individuals of great drive. To help lessen strain on the heart, a leisurely pace of living should be maintained.

Among other things, the doctor may recommend intervals of rest during the day . . . and at least eight hours of rest every night. He will also urge patients to avoid situations which cause great tension and anxiety, such as needless arguments.

In addition, the doctor may suggest other things to relieve stress and worries that tend to keep blood pressure up. Mild exercise is not only usually permissible, but even encouraged.

In fact, things that help divert the mind from daily troubles and keep the patient from becoming preoccupied with blood pressure levels can mean the difference between living a useful or an unsatisfactory life with this disorder.

Weight control may be important, too, in relieving high blood pressure. Since the heart works harder when hypertension is present, weight loss helps to lighten its load.

Of course, the doctor's help is needed. Regular check-ups will enable him to discover complications early, if any occur, and start treatment that may keep them under control. In selected cases, great improvement can often be obtained by special diets or surgery.

If the doctor's advice is followed and if the patient learns to lead a *life of moderation in all things*, high blood pressure can be successfully controlled in many cases. If neglected, it may damage the heart, kidneys and brain.

To detect this condition early, it is important for everyone . . . especially those who are middle-aged or older, are overweight, or have a family history of the disease . . . to have periodic medical examinations. When high blood pressure is discovered in its early stage, hypertension is usually easier to control.

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

Bremer Broadcasting Corp., licensee of WAAT-WATV (TV) Newark.

Ronald Losee, formerly with WILL Urbana, Ill., appointed news director, WLBK De Kalb, Ill., succeeding **Gerry Grainger,** who joins news dept., WRIT Milwaukee.

Don Mozley, newscaster-reporter, KCBS San Francisco, named news and public affairs director, succeeding **Carroll Hansen,** who has been named CBS Radio news and sports coordinator.

Robert Beringer, newscaster, WOKY Milwaukee, named news director.

Bernie Hargreaves, commercial manager, WNNJ Newton, N. J., additionally assumes duties as local news dept. director; **Ronnie Lee,** formerly with WPKE Pikesville, Ky., to WNNJ as announcer-salesman.

Robert L. Hoskinson, account executive and production manager, Jones Adv. Agency, Oklahoma City, to KTVQ (TV) there as advertising and public relations director.

MR. HOSKINSON

Joe Coffin, sales development director, KTLA (TV) Los Angeles, to KCOP (TV) there as research and sales development dept. director.

George Vickery to WTVJ (TV) Miami as public service director, succeeding **Louis G. Jacobs,** resigned.

Al Fishler, account executive, KCOP (TV) Los Angeles, promoted to assistant sales manager.

Bob Paris, music librarian, WWDC Washington, appointed assistant program director, succeeding **Norman Baum,** who has been named station's "roving reporter"; **Al Smith** named music librarian.

Ralph E. Hutchison, former farm director, WEAU-AM-TV Eau Claire, Wis., appointed agricultural director, KDKA Pittsburgh.

Harriet Runte, secretary to program manager, WLWC (TV) Columbus, Ohio, appointed traffic manager; **Pat Ford** and **Marg Southworth** to WLWC as secretary and continuity assistant, respectively; Martha Combs to station as secretary to program director.

William D. Gordon Jr., Don Lee Mutual Network, Hollywood, appointed producer-director, *Frees on Two* Show, KNXT (TV) Los Angeles.

James W. Gantz, news editor, KYW Philadelphia, and newsman for 46 years, retires.

Ruth Crane, women's activities director, WMAL-TV Washington, resigns.

Earl E. Fleming, formerly salesman, Liggett & Myers Tobacco Co., N. Y., named sales representative, WOW Omaha, Neb.

Theodore R. Wold, formerly Central Minn. field representative, Goodyear Tire & Rubber Co., Akron, Ohio, to sales staff, KSTP-TV Minneapolis-St. Paul.

Jerrold Marshall, sales staff, WKNB New Britain, Conn., to sales staff, WGTH-TV Hartford, Conn.

NEW WKY-AM-TV news director Bob Gamble (seated) is put into his chair by ex-news chief Jim Terrell, now assistant national sales manager for the Oklahoma City stations. News staffers Dick John (l) and Bob Chaddock will assist Mr. Gamble in carrying the news load.

John S. Brubaker to sales staff, WNHC-AM-FM-TV New Haven, Conn., replacing **William F. Malo Jr.,** who has assumed ownership of WERI Westerly, R. I.

Ed Thilenius, sports director, WRFC Athens, Ga., signed by Texaco to broadcast all U. of Georgia football games this fall, feeding Georgia Sports Network.

Del Moore, actor-announcer, signed to long-term contract by KTTV (TV) Los Angeles to host afternoon mystery series.

John M. Hastings Jr., formerly announcer, WPBC Minneapolis-St. Paul, to announcing staff, WCCO-TV there.

Jerry Callahan, radio speech student, Ohio State U., Columbus, to WTVN there as weekend announcer-disc m.c.

Anita Summers, formerly with Washington-Baltimore edition, *Tv Guide,* to announcing staff, WTTG (TV) Washington.

Bill Davies, formerly with WGBI Scranton, Pa., to announcing staff, WTMJ-AM-TV Milwaukee; **Larry Clark,** WTMJ, to Gunther Brewing Co., Baltimore, as contract announcer, handling Gunther-sponsored news and sports shows in Baltimore and Washington.

Bob Roderick, sports director, KVFD-KQTV (TV) Fort Dodge, Iowa; **Walter Reno,** formerly with WOC-AM-TV Davenport, Iowa, and **Len East,** formerly with KIOA Des Moines, to KRNT-AM-TV Des Moines as announcer-emcees.

Dick Kazmaier, former All-American football player and currently in Navy on duty at nearby Oceana Naval Air Station, to WBOF Virginia Beach, Va., conducting sports program.

Dean Allen to WLW-WLWT (TV) Cincinnati as vocalist.

Misty Moffet to WNBK (TV) Cleveland as weathergirl.

Sherry Fortney, formerly traffic manager, KSON San Diego, Calif., to traffic dept., Hollywood office, KBIG Avalon, Calif.

Allan A. Swenson to WRCA-AM-FM-TV New York as assistant to farm and garden editor.

Merle H. Tucker, president-owner, KGAK Gallup, N. M., elected to board of trustees, Kiwanis International.

Wilson Mount, program manager, WMCT (TV) Memphis, Tenn., named president, National Shrine Chanters Assn. at Imperial Shrine Convention in Chicago.

Lee Kullvar, outdoor sports editor, WCCO-TV Minneapolis-St. Paul, appointed assistant director, Minn. State Hunting Safety Program.

Si Goldman, president, WJTN-AM-FM Jamestown, N. Y., winner of championship in his flight in Chautauqua County Amateur Golf Tournament.

George C. Biggar, president and general man-

In Unity There Is Sales Strength

FOUR radio stations in West Palm Beach, Fla., bystanders as lavish newspaper spreads were bought five times annually by department stores and other merchants to promote dollar day sales, decided some aggressive action was needed to divert advertising outlays to radio's coffer.

The project fell to the sales managers: Rome Hartman, WIRK; Bob Monroe, WJNO; Cliff Glick, WEAT, and Bob Davis, WWPG.

They organized the Radio Stations of The Palm Beaches and submitted a plan to the Merchants Div. of the local Chamber of Commerce. The proposal to influence the merchants to select several days for a mid-summer sale test and advertise it primarily on radio was accepted.

What particularly appealed to the businessmen was that they could buy every available spot on the four stations for a three-day period at about half the normal dollar-day budget. To make the purchase of time easier, a single rate was offered and one solicitor was selected to represent the stations. The Radio Stations of The Palm Beaches submitted only one bill to each merchant and later split the revenue.

The sale took place June 27 through 29 (Monday to Wednesday) and the kickoff for the advertising was at 6 p.m. Saturday.

The campaign was called the "Radio Rodeo Days" and featured extra promotion, the cost of which the stations bore. A total of 1,048 announcements was bought (262 on each station).

The results were well worth the effort. Most of the merchants reported their sales approached, equalled, or in some cases, surpassed similar sales promoted only by newspaper at double the expenditure. Some of the merchants felt there would have been more action on certain leader items if they were promoted by newspapers, but all agreed that the main purpose of bringing spenders downtown, with a resultant increase in dollar volume, was achieved.

The evidence was significant enough to influence the retailers to split their budgets down the middle on all future sale promotions.

What it takes to make —high-quality IMAGE ORTHICONS

Over 20 years of Development Experience

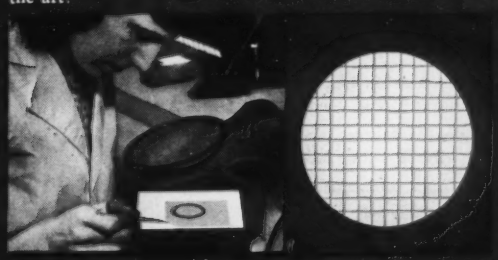
The remarkable performance of RCA Image Orthicons is due in great measure to the unprecedented wealth of research and engineering experience—accumulated through designing pick-up tubes for nearly a quarter century. For example, RCA scientists designed the camera tube that made all-electronic television a commercial possibility. RCA scientists and RCA Tube Engineers are the specialists who revolutionized camera pick-up techniques with development of Image Orthicons—made compatible color TV a practical reality with the Color Image Orthicon. Here is specialized experience within the spheres of physics, chemistry, electronics and mechanics *that has no parallel in electronics history.*

Over 10 years of Experience in Manufacturing Image Orthicons

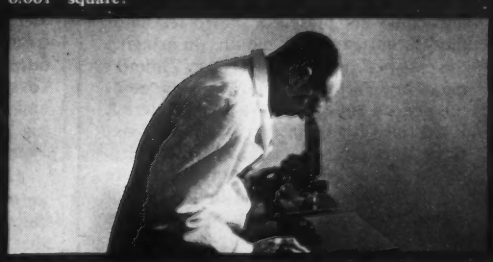
Long and extensive training—plus years of special experience in advanced manufacturing techniques—make RCA Image Orthicon technicians the outstanding craftsmen in their field. Think of it—manufacturing regular-production tubes to tolerances running to as close as 0.0001 inch—thicknesses that must be held a few molecules deep—machine work that often is so fine that you can examine it only through a microscope. Only with experience and skill can such tasks be completed—and RCA Image Orthicon technicians are masters of this art.

Today, thousands of RCA Image Orthicons are delivering superior performance in television stations throughout the world. You can count on RCA research and manufacturing leadership to continue in its steady progress to bring you highest-quality Image Orthicons consistent with the best tube engineering practices known today.

"Flame cutting" a perfect target disc from a bubble of glass. Glass thickness in a precision-built target assembly must not exceed 0.0002 inch—overall uniformity must be held within 0.1%. It takes months of training and experience to master the art!



Inspecting a target mesh screen for uniformity under high magnification—a test of skill gained only through long experience at the job. Mesh like this contains 250,000 "windows" to the square inch—with apertures approximately 0.001" square!



Microscopic inspection of the dynode apertures—supervised and double-checked by engineers. The dynode apertures, formerly punched, are now drilled—to assure a perfect circle. Each dynode aperture is held to 0.002" diameter—approximately half the thickness of a human hair!

RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

CRAFTMASTER Inc.'s exhibit at the Pacific Northwest 25th Annual Furniture Mart in Seattle draws congratulations for Edward Hunt (c), general manager of the firm, from Grant Williams, who advertises Craftmaster on his *Housewives Protective League* program on KIRO there. The miss is June Svedin, hostess at the Craftmaster exhibit.

ager, WLBK De Kalb, Ill., elected president, De Kalb Community Chest for 1955-56.

Maurice (Bud) Johnson, facilities engineer, WAAM (TV) Baltimore, and **Mary Walker,** WAAM accounting dept., were married.

Stan Allan, station manager, WPAC Patchogue, N. Y., and Ruth Pommerans were married; **Dick Hodkin,** WPAC program director, and Pat Tusher were married.

Harold Showman, program director and personality, WETZ New Martinsville, W. Va., and June Taylor were married.

Fred Custer, manager, KPOL Los Angeles, father of boy, Mark Frederick, July 21.

Fred Fiske, disc jockey, WWDC Washington, father of boy, Warren, July 17.

Ted Schneiders, operations manager, WMGM New York, father of boy, Gregg.

Dick Hoyt, disc m.c., WDLA Walton, N. Y., father of boy, Danny.

John D. Allison, 41, sales manager, KGMB Honolulu, died of heart attack July 15.

Arthur Marion Gates Sr., 63, co-owner, WYVE Wytheville, Va., died of heart attack July 4.

Reginald Pearce, account executive, WALA-TV Mobile, Ala., died July 13.

Tv Editorial

NEWS DIRECTOR Carl Zimmermann of WISN-TV Milwaukee pointedly differed with Baseball Commissioner Ford Frick's decision that the Milwaukee station could not present a filmed report of the All-Star game last month. In bringing the case before local viewers Mr. Zimmermann argued that not only was the commissioner's ruling against public interest, it was also unfair in that local radio stations were allowed to make recordings of the game. He hopes public pressure can reverse the ruling and insure fans of seeing local films of any World Series that might be played in Milwaukee.

SCREEN ACTORS GUILD, PRODUCERS TRY TO REACH COMPROMISE BEFORE STRIKE

Neither side optimistic about agreement before SAG's strike of its 10,000 members last Friday.

(Also see late story, page 7)

ON THE EVE of the nationwide strike of 10,000 members of Screen Actors Guild against producers of tv entertainment films, officials of both union and producer groups were in continuous session in Hollywood Thursday in a last-minute effort to reach an agreement permitting independent and network film packagers to continue high-gear production of new fall program series.

But the strike began early Friday as scheduled, with cessation of all filming, despite capitulation earlier in the week of four independent firms to SAG demands for extra payment on the first film re-run.

Production of tv film commercials, educational, institutional or movie films is not involved in the strike action, SAG emphasized.

Whole issue in dispute is the extra payment to actors for the second run (first re-run) of a tv entertainment film. Producers have been firm against such payment since they claim they acquire their production profit at this point, not making a profit on the initial run. Actors, under the old pact which expired a fortnight ago, already receive 100% of their original minimum payment on the third to sixth runs (second to fifth re-runs).

Negotiations resumed Tuesday between SAG and the Alliance of Television Film Producers and the Assn. of Motion Picture Producers. The latter represents the movie majors, most of whom now are in tv film production in some form. The representatives of the three groups were in continuous session late Thursday at AMPP headquarters.

Joint Release Agreement

Spokesmen for ATFP told B•T the producer groups agreed with SAG not to divulge the status of the talks, with all announcements to be made in a joint news release. The first joint status report was expected Friday. SAG, however, is free at all times to issue its own news releases concerning other aspects of the strike and the signing of any producers to the new demands. SAG Thursday told B•T the television entertainment film producing companies of two of Hollywood's leading stars—Jane Wyman and Loretta Young—had that day signed new contracts with SAG providing residual payments to actors on the second to sixth runs inclusive and increased minimum fees. The announcement was made by John L. Dales, the Guild's national executive secretary.

Loretta Young's company, Lewislor Enterprises Inc., signed for the production of a long series of tv films for the *Loretta Young Show*. Jane Wyman's company, Lewman Ltd., signed for production of a major series of films for the *Jane Wyman Fireside Theatre*.

Prior to the signing by the Jane Wyman and Loretta Young companies, new Guild contracts were signed earlier in the week by producer Russ Hayden of Quintet Productions, covering 39 films for the *Judge Roy Bean* series, and by Charles E. Skinner Productions, covering 52 half-hour tv films for the *Sergeant Preston of the Yukon* series.

Producers signing the new Guild contract agreed to pay at least 75% of minimum salary for the second run of a television film, 50% for the third and fourth runs combined, 25% for the fifth run, and one final payment of 25% covering the sixth and all subsequent runs, SAG said.

Guild minimums were increased from $70 to $82.50 for day players and from $250 to $287.50 for weekly freelance players. All other Guild minimums were increased proportionately and improvements in working conditions also were provided, SAG said. SAG originally demanded $90 and $300, respectively.

Mr. Dales told B•T that all Guild members are being instructed that they may work for the four companies that have signed the new contract.

The SAG board of directors called its strike of all actors in television entertainment films throughout the nation last Monday, and the strike started at 12:01 a.m. last Friday.

In a nationwide mail referendum of all Guild members, 4,848 voted "yes" to authorize the Guild board to call a strike and only 184 voted against the walkout, Mr. Dales said. It was the largest membership vote ever cast in the history of the Guild, with a majority of 96.3% authorizing the strike.

In a formal strike call notice mailed early last week to all members, the Guild board stated that the walkout does not apply to the production of theatrical motion pictures, filmed television commercials nor non-television industrial and educational pictures.

Mr. Dales said picket lines would be established immediately if any producer attempts to make television entertainment films, employing actors, during the course of the strike.

The Guild engaged in joint negotiations with the two groups of television entertainment film producers from June 6 to July 13. These negotiations reached an impasse when the producers refused to agree to pay actors anything for the second run of a video film program [B•T, July 25, Aug. 1].

This is the second television strike in the history of the Guild. The previous strike was called in December 1952, against the producers of filmed television commercials and was won by the Guild after three months when the employers accepted the principle of and agreed to a formula for use payments to actors in filmed advertising messages.

The strike notice instructed actors not to accept employment in tv entertainment films being made in Mexico, Canada or any other foreign country without first checking with SAG officials. SAG announced its several "sister" unions, including AFTRA and Equity, "are giving us their fullest cooperation."

New Writers' Pact Approved

A NEW contract covering freelance network radio writing has been approved unanimously at concurrent meetings in Los Angeles and New York by the Writers Guild of America.

A WGA West spokesman said the contract, to run until March 1958, is identical to the live network tv agreement negotiated last May, except for price differentials between radio and tv.

Among the provisions of the radio pact are separation of radio and tv rights; greater participation in subsidiary rights; 100% payment for each radio re-use during the limited period of exclusivity; payments of 133% of the minimum for simulcasts, and payments for outlines and coverage for audience participation writers.

YOUR FUTURE HOME may have electric master panels like this, where you'll control lighting, indoor weather and scores of electric helpers, some not even invented yet. Atomic energy probably will provide much of the additional electricity you will use—electric company engineers are now developing ways to apply it economically and practically.

YOUR FRIEND...THE ATOM

More electricity...improved health...better foods...

new products...all coming from the atom

The day is coming when the power of the atom will be used more for peaceful purposes than for weapons.

Probably the widest use of atomic energy will be to produce electric power. It is expected to join coal, gas and other fuels as a vast new source of heat to run power plants.

And it will be needed, too. For you are putting to work more electricity all the time, *doubling* your use every 10 years or so! In the years to come, America will need much more electric power to maintain and even advance a high standard of living.

That's why the electric light and power companies are studying and planning for atomic-electric power plants. Now that use of the atom is no longer limited to weapons, the people and companies most experienced in producing electricity—and medicines, chemicals, foods and other products—are free to develop its promise for you.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

"YOU ARE THERE"—CBS television—witness history's great events

**Names on request from this magazine*

EXAMINER APPROVES SECOND TALL TOWER

FCC member disagrees again with military and civil aviation interests. New group formed to find compromise solution to tv tower problems.

AN FCC hearing examiner, for the second time within a month, has approved a tall tower for a tv station notwithstanding objections by military and civil aviation interests.

At the same time, the top ranking Joint Industry-Government Tall Structures Committee has come to an impasse in trying to work out a compromise between its aviation and broadcast industry members. It decided to establish a new working group, composed equally of representatives of both sides, to hammer out some compromise in the quest for a solution to the tall tower problem.

And, at another level, the aviation-broadcasting subcommittee of the Airdromes, Air Routes and Ground Aids Subcommittee (AGA) of the Air Coordinating Committee has drawn up a set of changes in marking and lighting radio and tv towers.

FCC Hearing Examiner Hugh B. Hutchison last week issued an initial decision recommending approval of the move of ch. 5 KGEO-TV Enid, Okla., to a site 31 miles southeast of Enid toward Oklahoma City and to mount its antenna 1,356 ft. above ground. The station now has its transmitter 9.5 miles east of Enid, with its antenna 816 ft. above ground.

Military and civil aviation objections were based on opposition to any tower more than 1,000 ft. above ground [B•T, Nov. 29, 1954 *et seq.*].

Last month, Mr. Hutchison issued an initial decision favoring the erection of a 1,610 ft. antenna by KSWS-TV Roswell, N. M. [B•T, July 4].

No Hazard to Air Travel

In both instances, Mr. Hutchison held that the tall towers could not be reasonably considered hazards to air navigation.

In the Enid, Okla., situation, Mr. Hutchison found the existing 816-ft. tower was more of a menace to airplanes than the proposed tower would be. The present tower is 4.5 miles from a civilian airport and 12 miles from a military airbase. The proposed tower would be 28 miles southeast of both airports.

He was also impressed with the fact that at its proposed location KGEO-TV would gain 397,667 more viewers in its Grade A coverage area and 280,772 viewers in its Grade B contour. These would be getting prime coverage for the first time, he said.

Answering charges of "straddling"—where a station allocated to one city attempts to cover a nearby, major market by locating its transmitter between the two cities—Mr. Hutchison ruled that KGEO-TV not only was guiltless of this alleged practice, but should be commended for the proposed move. He pointed out that 75%-85% of Enid's tv owners had antennas oriented toward Oklahoma City. KGEO-TV's signal from its present location comes in at right angles to these antennas, and the local station's picture is distorted. By moving toward Oklahoma City, the examiner declared, KGEO-TV's radiation will come into Enid from the same direction to which most of Enid's antennas are pointed.

The initial decision showed that KGEO-TV's revenues had declined from a high of $26,804 in October 1954 to a low of $13,598 in February of this year, while its operating deficit had increased from a low of $8,777 in October last year to a high of $20,100 in February 1955. Its staff has been cut from 44 to 30, it was explained. At the same time, the station is prepared to spend $250,000 in making the move to the new transmitter location, it was pointed out.

In hearing is the request of WSLA-TV Selma, Ala., to move its transmitter site nearer Montgomery and to put its antenna 1,993 ft. above ground. Due to be submitted is the request of WHAS-TV Louisville, Ky., for a 2,000-ft. antenna.

The Joint Industry-Government committee was established earlier this year after the military members of the ACC's Airspace Panel formally recommended that all towers 1,000 ft. or more above ground be disallowed. This proposal was discussed by the ACC's Technical Division and then forwarded to the top membership of ACC. Failing to agree among themselves, the ACC established a joint committee of government and broadcast representatives to work out a solution. It is chaired by CAA Administrator F. B. Lee and FCC Comr. Robert E. Lee.

The first step was the drawing up by each side to the controversy of a bill of particulars. Two weeks ago, these documents were submitted to the full committee which found them "incompatible."

A new working group was then established to review the problem and to attempt some solution acceptable to both industries.

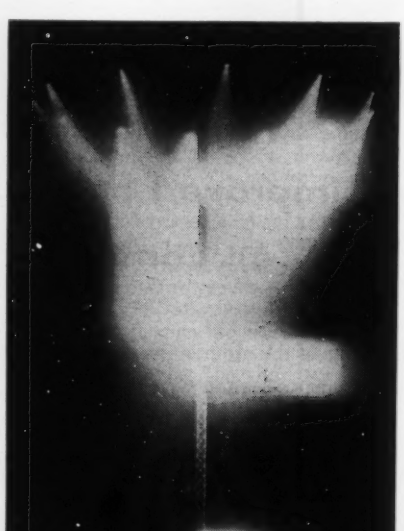
The new working group is headed by J. A. McCrary, secretary of the ACC's Technical

A Little Light on a Tall Question

AIRPLANE PILOTS are watching with vital interest an experiment taking place in Louisville which may eliminate one of their nightmarish mental hazards—that of determining where the guy wires run for tall structures.

WHAS-TV Louisville, at its own expense, has established a test of "area" lighting which, if successful, would permit pilots to spot not only radio and tv towers, but also the whole segment occupied in airspace by such a structure. This is preparation for its proposed 2,000-ft. tv tower which it has asked the FCC to approve [B•T, Feb. 21].

The test is being conducted on the 675-ft. radio tower of WHAS about 19 miles east of Louisville. Two types of equipment are being used:



THIS is the scene that an airplane pilot will see at night if current experiments by WHAS Louisville for substituting "area" lighting for structure lighting work out. It is one of the first experiments to define a radio or tv tower and guy wires to improve the visibility of tall towers for pilots. WHAS-TV has proposed a 2,000-ft. tower; this is how it will be lighted if current tests on the WHAS tower prove out.

For nighttime: Four rotating beacons are installed. Two are mounted on the tower, one at the top and the other about 100 ft. above the base. The other two are mounted about 1,500 ft. apart on the ground as markers for the tower's guy anchors. The beacons mounted on the tower rotate in a horizontal plane; those on the ground rotate in a vertical plane. The beacons are Westinghouse TVI lights, each employing a 1,000-w mercury vapor light source, which gives off a bluish-white beam. This is enclosed by a clear glass dome. Estimated peak candlepower is 19,500-ft. candles. This compares to the estimated 1,830-ft. candles of power of the standard red hazard warning beacon, employing two 500-w incandescent lamps.

This lighting is a cross-section, covering two guy anchors only.

In addition, 30-ft. letters of red neon tubing, forming the abbreviation "HAZ" (for hazard), are on the ground at the southeast guy anchor. Present red rotating beacon atop the WHAS transmitter building as well as the standard flashing beacon and fixed red bracket lights are continued in operation.

For daytime: Rotating, helical mirrors are installed. One is mounted on each face of the square WHAS tower, approximately 10 ft. from the top. On the ground, spaced about 750 ft. from the tower base, are four more reflectors as markers for guy anchors. The 30-ft. HAZ marker is painted international orange for daytime viewing. A 100-ft. diameter circle of white rock, with the tower base as the center, is also in existence to aid in identification. The assumption is that sunlight reflected by the mirrors will form a cone of light, making identification easier for pilots.

The Louisville experiment is being conducted with the cooperation of the marking and lighting study group of the Airdrome, Air Route and Ground Aids subcommittee of the Air Coordinating Committee. This group has been working for the past year in seeking means of improving the marking and lighting of tall structures, including guy wires.

Early last year, tests were made at WFAA-TV Dallas with a neon-blaze source light, developed originally by Westinghouse for airport approach lighting.

Div., and is comprised of John R. Evans, FCC; R. E. L. Kennedy, Assn. of Federal Communications Counsulting Engineers, and A. Prose Walker, engineering dept. manager, NARTB, for broadcasting; Lt. Col. J. D. Harris, Air Force; Jean Dubuque, National Business Aircraft Assn., and Robert J. Froman, Civil Aeronautics Board, for aviation.

The new group was instructed to (1) review technical measures and procedures which might reduce the conflict between aviation and broadcast interests in the use of airspace, (2) review legal, legislative and regulatory measures, (3) recommend mutually acceptable measures, and (4) if none are mutually acceptable, recommend a list of measures least objectionable to both sides.

The new group was ordered to report its findings by Sept. 15.

The proposals which have been recommended by the AGA subcommittee comprise the following which will be tested before adoption:

a) separate the aeronautical orange and white painting of towers with a one-foot black band.

b) place high intensity flasher beacons at guy anchor sites, directed upward and outward.

c) ring tower at guy anchor circumference with paint or other marker for easier visual indentification of tower and guy wires.

Before these recommendations can be tested, AGA requires $150,000 from Federal agencies involved, it was explained. The work will then be done by the Air Navigation Development Board. It is hoped, it was further explained, that some radio and tv stations will offer themselves as guinea pigs.

MAGNUSON PROBE TO START JAN. 17

Senate Commerce Committee chief takes FCC to task for not taking action on de-intermixture. Public's investment is at stake, he says.

SENATE Commerce Committee Chairman Warren G. Magnuson (D-Wash.) last week said hearings would begin Jan. 17 in the committee's investigation of the networks and uhf-vhf troubles.

He simultaneously chastized the FCC for delaying a decision on the question of selective de-intermixture of tv channels.

"The Commission has a real and moral responsibility to inform the public as quickly as possible as to what it expects to do on the question of selective de-intermixture," Sen. Magnuson said. "Every day the Commission delays such a pronouncement, large sums of money continue to be invested by the public in converting or purchasing sets so that uhf signals may be received. Yet, if the experience of the past two years is any guide, many of these people may be making a futile expenditure."

The Washington Democrat said the FCC "has been informed time and time again . . . that the [Senate] committee's study and inquiry is not to be used as a device for delaying the discharge of its responsibilities in regulating the broadcast field in the public interest."

The FCC, he said, must move in the direction of determining what its policy will be on selective de-intermixture.

In announcing the Jan. 17 hearing date, Sen. Magnuson outlined several points he had made the week before [B•T, Aug. 1]. These were: (1) an industry-wide *ad hoc* engineering committee headed by Massachusetts Institute of Technology Prof. Edward Bowles "is making definite progress" in a study of allocations and "certain uhf-vhf problems"; (2) the FCC has started on its $80,000 study of network broadcasting; (3) the Senate committee staff during the congressional recess "is developing data with respect to networks and other phases of the television industry"; (4) former Sen. Clarence Dill has been and is reviewing the Communications Act of 1934 and will submit recommendations in time for the hearings next January.

Mr. Dill, former Washington Democratic senator who helped create the old Federal Radio Commission and is an author of the 1934 act, apparently will be majority counsel for the investigation until Sen. Magnuson names a successor to Sidney Davis, resigned. Mr. Dill has been acting as a consultant.

Study of Bricker Proposal

Sen. Magnuson said next year's hearings will be held on the committee's study and on several communications bills, including a bill (S 825) introduced by Sen. John W. Bricker (R-Ohio) calling for FCC regulation of the networks.

A spokesman for Sen. Magnuson said progress reports, which the senator said were being submitted by Mr. Davis and minority counsel Robert L'Heureux to cover the tv study to date, are not being released.

Sen. Magnuson cited two of his own efforts in the broadcasting field: (1) his work as chairman of a Senate Appropriations subcommittee in helping the FCC get $80,000 extra for the Commission study of network broadcasting; (2) his request to the Senate Finance Committee to take action to remove the 10% federal excise tax on all-channel sets, a move recommended to the Commerce Committee last May by tv set manufacturers as a means of solving uhf problems.

KSTP Files Objection To WJBK Use of 1500 kc

THE NIGHTTIME operation of WJBK Detroit on 1500 kc came under fire last week for the second time in less than two weeks. KSTP St. Paul, which is licensed 1500 kc, 50 kw, asked the FCC to cancel WJBK's authority to conduct program tests on that frequency.

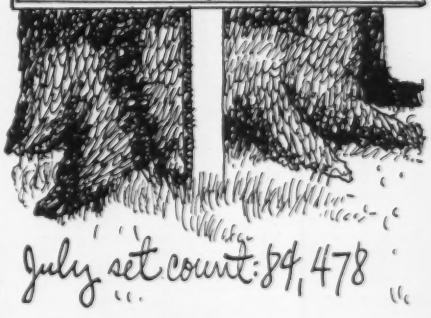
KSTP cited monitoring readings, supplied by WJBK from Feb. 18 to July 8, to support its stand that the WJBK antenna system is "unstable." These readings, KSTP said, show that in two directions values have been exceeded which "might cause interference" to KSTP. The St. Paul station further stated that if the FCC had been supplied this data, authority for program tests could not have been granted.

The Detroit station, assigned 1490 kc, 250 w, has been seeking operation on 1500 kc since April 1952 when it was granted a change in permit to move to that frequency with 10 kw day and 5 kw night, with a directional antenna system both day and night. The permit was granted after KSTP and WTOP Washington (also 1500 kc, 50 kw) were made parties to the proceeding.

The WJBK permit, according to KSTP's protest, specified certain conditions to provide a stable antenna system to avoid interference with KSTP and WTOP. These conditions were not met, KSTP noted, and last April WJBK had its 1500 kc permit modified to only 1 kw night. Last July 1 it was granted authority to conduct program tests.

WTOP also has filed similar objections to WJBK's 1500 kc operation [AT DEADLINE, Aug. 1].

*Yep, gross farm income of $440,893,000 in the KDUB-TV market makes Lubbock a rewarding area for your product. 35,200 farm families live in the KDUB-TV spread. Average farm income is $14,115.00 and it'll be even higher this year — reason: predicted cotton crop of 1,100,000 bales — biggest one in years! (In spite of 5,554 new oil wells during the past twelve months.)



affiliated CBS Du Mont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

KOB Wins Extension To Remain on 770 Kc

ANOTHER STEP in the 14-year-old search to find a new frequency for KOB Albuquerque, N. M., was taken by the FCC last week in extending the station's special authority to operate on 770 kc with 50 kw day and 25 kw night. The Commission stated that the primary issue involved was to continue KOB operation on 770 kc on a temporary basis pending final determination of the station's request for a regular license on that frequency with 50 kw unlimited.

In granting the extension, the FCC dismissed the protest of American Broadcasting-Paramount Theatres Inc., whose WABC New York is licensed for 770 kc with 50 kw unlimited.

The long-standing case goes back to 1941 when KOB was operating on 1180 kc with 50 kw. In that year, the North American Regional Broadcasting Agreement deleted 1180 kc at Albuquerque. The Commission subsequently assigned and later licensed KOB on 1030 kc. This was opposed by WBZ Boston (also 1030 kc), and the FCC, after studies, granted KOB operation on 770 kc, the clear channel frequency used by WABC (then WJZ). The latter protested and the case has been going through the FCC and courts since.

In last week's ruling, the FCC held that simultaneous operation of KOB and WBZ on 1030 kc would reduce the primary service area of both stations and create a substantial reduction in the secondary service area of WBZ. In addition, it was noted, this move would create "white areas" depriving about 126,321 people of the only primary service available to them. On the other hand, removal of KOB from 770 kc to 1030 kc would enable WABC to serve a new primary nighttime area that presently receives service from at least one station and about 90% from four or more stations.

Comr. E. M. Webster, dissenting from the ruling, said he would deny KOB's special authority on 770 kc and would reopen the proceeding as requested by WABC.

In a related move last week, ABC told the FCC that KWBU Corpus Christi, Tex., should be limited to daytime-only operation on its licensed 1030 kc, as stated in granting the station license last December. ABC emphasized that any move to block KOB's return to its licensed 1030 kc is prejudicial to ABC (WABC).

Congress Passes Set Tax Bill

THE House July 30 agreed to a Senate amendment to a bill (HR 7024) to exempt from the 10% federal excise tax all radio or television sets used in a business. The bill, now awaiting the President's signature, also exempts from the excise tax radio or tv component parts used as components of or for the manufacture of any other article.

The measure does not exempt radio and tv components from the tax, whether for business or entertainment purposes, except when used in the manufacture of other articles.

Sen. Everett M. Dirksen (R-Ill.) made a statement on the Senate floor the day after Senate approval of the bill in which he said he wanted it to be made clear Congress intends that the bill's tax exemption provisions also should apply to radio-tv equipment sold to states and their instrumentalities for providing fire, police, forestry, civilian defense and other essential services.

SALES SALES
If you got something you wanta sell in the Miami market, and want the lowest cost per M buy, then call your Hollingbery man!
Established January 18, 1926
WTVD
MIAMI, FLORIDA
James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC Affiliate
National Rep., George P. Hollingbery Co.

309 (c) CHANGE DIDN'T MAKE IT

DESPITE the concerted efforts of its congressional champions, a bill (HR 5614) to amend Sec. 309 (c) "economic protest" provisions of the Communications Act died on the Senate calendar last week at the end of the first session of the 84th Congress.

The measure was doomed for the first session after being brought up on the Senate's "consent" calendar July 30. On such a calendar a bill may pass without a vote only if no senatorial objection is registered.

Sen. Alan Bible (D-Nev.), chairman of the Senate's calendar committee, requested that the bill be passed over, not disclosing the identity of the objecting senator or senators. Senators wishing to object to such a bill when it is brought up may object either from the floor or file their objections with the calendar committee chairman.

Sen. Bible, a member of the Senate Interstate & Foreign Commerce Committee and who as such presumably helped vote the protest amendment out of the committee earlier in the week [B•T, Aug. 1], told B•T he couldn't remember who filed objection to the bill, and that even if he knew he was not authorized to tell.

He said that a senator might object not only because of his sentiments concerning a bill, but also if he feels a bill is of such general interest that it should be debated.

The bill remains on the Senate calendar for the second session of the 84th Congress beginning next January.

Stations Applicants' Editorials Held Not Within FCC Scope

THE FCC must not attempt to evaluate the content of the editorials of a newspaper applicant for a radio or tv license in awarding the facility, Rep. William G. Bray (R-Ind.) said in a statement inserted in the *Congressional Record*.

Rep. Bray criticized an FCC hearing examiner for devoting a considerable portion of his report to a criticism of "the editorial policy of a certain newspaper, the principal owner of which was also the principal stockholder in one of the companies which sought the tv permit." This was an obvious reference to an examiner's initial decision against the award of ch. 13 Indianapolis to WIRE there, affiliated with the *Indianapolis Star* [B•T, June 13].

Rep. Bray last month entered a *Star* editorial, criticizing the examiner's initial decision, in the *Record* [B•T, July 4].

The Indiana Republican said there is "no evidence that the Commission has adopted the philosophy indicated in this examiner's report." He said evaluation of a newspaper applicant's editorials as a factor in determining award of a radio or tv license "could lead to terrible abuses" and "might well be the beginning of a government step toward thought control."

In deciding in favor of Mid-West Tv for Indianapolis ch. 13, the examiner had criticized the newspaper's editorial policies.

WFLB-TV Relay Granted

WFLB-TV Fayetteville, N. C., has been granted a construction permit by the FCC for a private intercity microwave relay system to connect with WFMY-TV Greensboro, N. C. (ch. 2), and WTVD (TV) Durham, N. C. (ch. 11), Programs of WTVD or WFMY-TV will be picked off the air near Pineview, N. C., and relayed to WFLB-TV (ch. 18).

FCC Disclaim Jurisdiction On UAW Switch to Windsor

THE FCC told a prospective political candidate that it has no jurisdiction over programs aired from a foreign station.

Question came up last May in a letter from Gregory M. Pillon, Detroit attorney, asking the Commission to look into the action of the United Automobile Workers (CIO) in moving its *Meet the UAW-CIO* from WJBK-TV Detroit to CKLW-TV Windsor, Ont. Mr. Pillon suggested that the transfer might deprive a candidate of the equal time provisions of the Communications Act.

Last week, the FCC said it had no power to regulate broadcasts originating with a Canadian station. However, the Commission said, if the program originated in the United States then it might exercise jurisdiction. It suggested that Mr. Pillon, who indicated he was going to be a 1956 Congressional candidate, take up his inquiry with the State Dept. since a foreign government was involved.

Last month the UAW-CIO was indicted by a Federal grand jury for violating the U. S. election law forbidding corporations, national banks and labor unions from spending funds in behalf of individual candidates [B•T, July 18, 25]. The indictment charged that the union spent $6,000 during the 1952 primary and general elections.

FCC Chain of Command Set for War, Emergency

A LINE of succession for FCC officials to act in the event of war or other emergency has been established.

Heading the chain of command is FCC Chairman George C. McConnaughey, followed by Comr. Robert E. Lee (defense commissioner) and Comr. Robert T. Bartley (alternate defense commissioner).

If any of these top three is unavailable, any of the other commissioners are in line, according to seniority, to take over FCC activities.

Following the commissioners, the chain of succession encompasses the following, with the incumbent named in parentheses:

Chief, Field Engineering & Monitoring Bureau (George S. Turner), General Counsel (Warren E. Baker), Chief Engineer (Edward W. Allen Jr.), Chief, Safety & Special Services Bureau (Curtis B. Plummer), Chief, Broadcast Bureau (Edward F. Kenehan), Chief, Common Carrier Bureau (Harold C. Cowgill), Executive Officer (Robert W. Cox), Security Officer (William J. Norfleet), Secretary (Mary Jane Morris).

The list continues with the assistant chiefs of the bureaus and other offices.

Examiner Recommends Piedmont for Ch. 9

INTEGRATION of ownership and management was the final issue upon which FCC Examiner H. Gifford Irion recommended, in an initial decision last week, that ch. 9 at Charlotte, N. C., be granted to Piedmont Electronics & Fixture Corp. Piedmont is 40%-owned by theatre owners Mitchell Wolfson and Sidney Meyer, who own WTVJ (TV) Miami. The remaining stockholders are local residents, including Herschel H. Everett, president, retired theatre owner, who has been active in civic affairs the past five years.

Examiner Irion dismissed competing applicants WSOC Charlotte and Carolinas' Television Corp. (WIS-AM-TV Columbia, S. C.; WIST Charlotte, and local residents).

WSOC was found wanting basically because of a paucity of funds to effectuate its proposals for studio construction and pre-operational expenses. Considering this, Examiner Irion said, there can be no assurance that the program proposals would be fulfilled.

In addition, Piedmont and Carolinas were found superior in the areas of program proposals, civic activity of stockholders and integration between ownership and management.

Choosing between Piedmont and Carolinas is "considerably difficult," Examiner Irion stated. He said:

". . . Piedmont has shown superiority in the civic activity of its Charlotte stockholders and in the degree to which its ownership is integrated with management or operations. On the other hand, Carolinas has been found to excel in the experience of its major stockholders and to merit a preference on the record of . . . WIS-TV."

Examiner Irion stated, however, that "it is still apparent that those virtues for which it [Carolinas] has been afforded a preference spring largely from the activities of two individuals [G. Richard Shafto, president of WIS-TV, and Charles A. Batson, managing director of WIS-TV]. . . ."

". . . Piedmont likewise made full use of such of its stockholders as had previously engaged in television operations but many of Piedmont's Charlotte stockholders — persons who are neophytes in television but who possess all the zeal of the uninitiated — have materially contributed to fashioning that applicant's proposals."

In reaching a final conclusion, Examiner Irion declared: "Integration of ownership and management in the case of Piedmont thus reaches that happy point where skill and knowledge of a community are united with imagination and resourcefulness. The results of this union are quite apparent in the quality of Piedmont's planning. This appraisal of the superiority on the part of Piedmont is strengthened when the civic record of its president, Mr. Everett, is also regarded. . . . It can then be said that while Carolinas and Piedmont have presented excellent programming proposals, the supporting evidence gives more assurance of fulfillment in the case of Piedmont."

The examiner added "there must always be an element of regret" in denying an applicant so exemplary as Carolinas.

Charlotte has only one tv station in operation, WBTV (TV) (ch. 3). WQMC (TV) (ch. 36) has suspended.

Iowa Lawmakers Split On Star Chamber Question

IOWA'S lawmakers are split in opinion on whether the interim committee of the state should bar newsmen and the public from its sessions. That's the finding of a survey in the legislature completed by the news department of WOI Ames.

The 10-man interim committee which conducts state business when the Iowa legislature is not in formal session, stirred up a tempest June 7 by deciding to go into closed session at the request of two or more members. Sigma Delta Chi, national professional journalism society, already has protested formally to Iowa Gov. Leo Hoegh.

According to WOI, its poll showed 41 members of the Iowa House in support of the closed-session edict, with 31 members opposing the move. In the Senate, however, 18 were against the closed sessions, with 15 members supporting the decision.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

For 31 years WDBJ has been the MOST LISTENED TO—MOST RESULTFUL RADIO STATION in Roanoke and Western Virginia.

Ask Free & Peters!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

KTVH WINS In Wichita-Hutchinson Area

(April 1955 Pulse)

15 out of 15 top programs!

Let top-flight day and night CBS shows and strong, high-interest local programming help sell your product. Put "WINDY" on your payroll, too!

KTVH
HUTCHINSON

VHF 240,000 WATTS — CBS BASIC—DUMONT — CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good

Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre

KNOTT HOTELS

KPIX (TV) Strikers Question FCC Right

THREE transmitter engineers of KPIX (TV) San Francisco, whose licenses are under threatened suspension, charged the FCC will be entering the field of employer-employe relations if it revokes their licenses for their part in a strike action against the station [B•T, Dec. 20, 1954].

The strike took place last Dec. 14. Coincident with the walkout KPIX reported damage to technical equipment that kept the transmitter off the air about 13 hours.

The FCC, acting on a first report of equipment damage, suspended for 90 days the first class radiotelephone operator licenses of Ronald W. Didriksen, Carlton R. Schwarz and Anthony Severdia. The suspensions were held in abeyance pending the outcome of hearings before Examiner J. D. Bond in San Francisco last May [B•T, May 9].

Last week the three engineers reported their findings in the hearing. The FCC case, being prepared by Richard A. Solomon, assistant general counsel, and John A. McAllister, attorney, was expected out late Friday [see AT DEADLINE].

As the three NABET (CIO) engineers saw it, there were three issues involved:

1. Were acts committed prior to leaving the KPIX transmitter on the morning of the strike which constituted willful damage or permitted radio apparatus or installations to be damaged?

2. Were acts committed at the time of the strike which constituted willful or malicious interference with radio communications of KPIX?

3. Was a violation committed by leaving KPIX at or about the time of original sign-on by reason of a strike having been called?

As to the first issue, the engineers cited the testimony of William Burgess, who, according to the findings, replaced Mr. Didriksen as transmitter supervisor on Nov. 26 during the "difficult" labor negotiations. The engineers said that Mr. Burgess repeated that no damage was caused to equipment that he observed and that while some things did not seem normal, none of these would cause any damage to equipment.

With reference to the second issue, the engineers stated that the only theory to support this charge is that failure to put the transmitter on the air at a pre-determined time is a violation. The respondents said they left the station about 15 minutes before KPIX was to go on the air and that the reason for it not going on the air was because of a lawfully called strike.

As to the third issue, the engineers charged that by issuing license suspension orders, the FCC has entered the field of employer-employe relations, a field restricted to the NLRB. They claimed they did not violate the Communications Act nor FCC rules and they categorically denied damaging or injuring any equipment. To find that they did violate the Act or rules is to contravene the labor act of 1947, they said, and added that jurisdiction lies with NLRB or the courts, not with FCC.

Raleigh De-Intermixture Plan Submitted to FCC

A DE-INTERMIXTURE plan for Raleigh, N. C., was submitted to the FCC last week by WNAO-TV there. At the same time, WNOW-TV York, Pa. (ch. 49), filed its second petition to shift ch. 21 from Lancaster to York.

The de-intermixture proposal was an amendment to WNAO-TV's petition of last April that asked that all commercial channels in its area be made uhf, with vhf used for non-commercial assignment. Last week's plan asked that the table of allocations be changed to read: Raleigh from chs. 5, 22 and non-commercial 28, to 22, 28, plus a uhf to be chosen by the FCC for non-commercial use. WNAO-TV recommended that ch. 5 be reassigned to Rocky Mount, N. C.

WNAO-TV said that more than a year ago, when Raleigh-Durham was exclusively uhf, it asked for de-intermixture of these cities before the then proposed vhf began in Durham [WTVD (TV) (ch. 11)]. This petition was denied last October, WNAO-TV said. Vhf competition has had an adverse effect on the station because of uhf prejudice on the part of the public, WNAO-TV charged. It said people are buying vhf-only sets and that advertisers are switching to vhf. An initial decision has favored a grant of ch. 5 at Raleigh to Capital Broadcasting Co.

In York, WNOW-TV asked that chs. 43 and 49 there be changed to 21 and 43 and that ch. 49 be substituted in Lancaster.

Last May the FCC denied similar petitions by WNOW-TV and WTPA (TV) Harrisburg, Pa. (ch. 71), which also wanted ch. 21. WTPA renewed its request last July.

FCC PAY BOOST DIES IN SENATE

A HOUSE-PASSED bill which would have raised the pay of FCC members from $15,000 to $19,000 literally was talked to death in the Senate last Tuesday during the closing minutes of the 84th Congress' first session.

Sen. Wayne Morse (D-Ore.) said he would do all he could to keep the bill from being passed and that a number of other senators would help him.

The Oregonian objected to the bill (HR 7619), he said, because no hearings had been held on it to correct possible inequities. Sen. Morse blamed the White House for waiting so long to present recommendations for boosting salaries of top government executives. Other senators also expressed disappointment that the President waited so long to submit recommendations.

The President on July 15 had recommended salaries of $20,000 for the FCC, but the bill as submitted by Chairman Tom Murray (D-Tenn.) of the House Post Office & Civil Service Committee, provided only $19,000. A Senate bill (S 2628) introduced by Chairman Olin D. Johnston (D-S. C.) of the Senate Post Office & Civil Service Committee and Sen. Frank Carlson (R-Kan.), ranking minority committee member, asked for the $20,000 White House figure. S 2628 got only as far as the Senate calendar.

Repplier Lauds Propaganda

THE U. S. Information Agency is doing "a remarkably good job" in the foreign propaganda field but there are "a few weak spots," Theodore S. Repplier, Advertising Council president, reported to President Eisenhower Wednesday. Mr. Repplier has just completed a six-month world tour as an Eisenhower exchange fellow and was one of the first three Americans sent abroad under this program.

He said the United States has passed the learning stage and is now "very much hitting its stride" in the propaganda field although badly outgunned by communists in the amount of money devoted to the task. He concentrated his study of American propaganda in Japan, India, France and Italy.

Newspaper Guild Calls Off Investigation Threat Protest

THE American Newspaper Guild reports it is dropping its request for hearing by the Senate Internal Security Subcommittee after satisfying itself that senators are not bent on "investigating the press or radio or tv or the Fourth Estate or newspapermen or newspapers or the Newspaper Guild," as ANG was reassured by Subcommittee Chairman James O. Eastland (D-Miss.).

In a telegram to Sen. Eastland, Ralph B. Novak, ANG executive vice president, said, "You have done everything possible to eliminate any false impressions in the minds of the public." Mr. Novak said that what "false impressions" remain are attributable to "weaknesses in our mass communications systems."

ANG had requested a hearing after the subcommittee interrogated several news media people, including CBS correspondent Winston Burdett and Charles S. Lewis, public affairs director of WCAX-AM-TV Burlington, Vt., on their former communist associations [B•T, July 18].

Meanwhile, Rep. Francis E. Walter (D-Pa.), chairman of the House Un-American Activities Committee, has announced hearings in New York Aug. 15-19 on communist associations of people in radio-tv and other entertainment fields [B•T, July 25].

Spokane-Richland Microwave Tv Relay System Approved

LICENSE for an experimental-microwave relay radio station for community antenna service has been granted by the FCC to Inland Empire Microwave Co. The station picks up signals of Spokane, Wash., stations and carries them to the Richland Tv Cable Corp., which serves Richland, Wash.

Cost of construction of the relay station was set at about $20,000. The transmitter is located in Umatilla County, Ore., about 10 miles from Walla Walla, Wash.

Construction permit for the station was issued to Inland Empire last May 25.

Meanwhile, the hearing on competing applications for a privately-owned microwave relay to bring Denver tv signals to a Rapid City, S. D., community antenna system has been postponed. Involved are Bartlett & Reed Management and Blackhills Video Co. Objecting to the proposal and parties to the proceeding are KOTA-TV Rapid City (ch. 3) and AT&T.

WELO Change Favored

INITIAL decision favoring a change in facilities for WELO Tupelo, Miss., from 1490 kc, 250 w unlimited, to 580 kc, 1 kw to local sunset and 500 w at night, with directional antenna day and night, was issued by FCC Hearing Examiner Elizabeth C. Smith last week.

In the course of the hearing it was found that some interference would be caused to the signals of WHBQ and WREC, both Memphis, Tenn., and to WRAG Carrollton, Ala. The examiner's decision, however, was based on the fact that if the change were permitted the radio service would be available to more people than at present even allowing for the number of listeners who would be lost because of the increased interference.

MILESTONES

HEADPHONES of an authentic 1922 radio set are tested by Sutherland Dows, president of Iowa Electric Light & Power Co., on the 34th anniversary of WMT Cedar Rapids. Iowa Electric is one of WMT's oldest accounts; it became a sponsor in WMT's first year. Watching is Bill Quarton, general manager of the station.

► CBS Radio's *ROMANCE OF HELEN TRENT* has celebrated its 23d year on the air.

► WFBM Indianapolis Traffic Director MARTHA GEISLER marks her 25th year with the station.

► WJAR-TV Providence, R. I., has celebrated its sixth anniversary.

► WHAM-TV Rochester, N. Y., marks its sixth anniversary.

► RAY SCHREINER, disc m.c., has celebated five years with WRBL Richmond, Va.

► The *MEETIN' TIME AT MOORE'S* show on WLWC (TV) Columbus, Ohio, has telecast its 1,500th performance. SALLY FLOWERS is m.c.

► KJBS San Francisco is celebrating its 30th anniversary.

WIS Columbia, S. C., celebrates its 25th anniversary. G. Richard Shafto (c), general manager, presents diamond pins and silver serving trays to Joe Davenport (l), transmitting engineer, and Leo Downs, salesman, both of whom chalked up a total of 25 years with the station.

ALL AGREE! IT'S WKBN-TV

WKBN-TV RATINGS

PULSE
22 of the first 26 programs
(March, 1955)

ARB
17 of the first 25 programs
(Nov., 1954)

HOOPER
18 of the first 26 programs
(Oct., 1954)

WKBN-TV QUARTER-HOUR *FIRSTS*

PULSE
406 of 444 Weekly Quarter Hours
(March, 1955)

ARB
312 of 466 Weekly Quarter Hours
(Nov., 1954)

HOOPER
363 of 451 Weekly Quarter Hours
(Oct., 1954)

YOU NEED WKBN-TV *TO COVER THE* YOUNGSTOWN MARKET!

WKBN-TV
CHANNEL 27
YOUNGSTOWN, OHIO
CBS• ABC•DUMONT
Represented Nationally By
PAUL H. RAYMER CO.

KOB Wins Extension To Remain on 770 Kc

ANOTHER STEP in the 14-year-old search to find a new frequency for KOB Albuquerque, N. M., was taken by the FCC last week in extending the station's special authority to operate on 770 kc with 50 kw day and 25 kw night. The Commission stated that the primary issue involved was to continue KOB operation on 770 kc on a temporary basis pending final determination of the station's request for a regular license on that frequency with 50 kw unlimited.

In granting the extension, the FCC dismissed the protest of American Broadcasting-Paramount Theatres Inc., whose WABC New York is licensed for 770 kc with 50 kw unlimited.

The long-standing case goes back to 1941 when KOB was operating on 1180 kc with 50 kw. In that year, the North American Regional Broadcasting Agreement deleted 1180 kc at Albuquerque. The Commission subsequently assigned and later licensed KOB on 1030 kc. This was opposed by WBZ Boston (also 1030 kc), and the FCC, after studies, granted KOB operation on 770 kc, the clear channel frequency used by WABC (then WJZ). The latter protested and the case has been going through the FCC and courts since.

In last week's ruling, the FCC held that simultaneous operation of KOB and WBZ on 1030 kc would reduce the primary service area of both stations and create a substantial reduction in the secondary service area of WBZ. In addition, it was noted, this move would create "white areas" depriving about 126,321 people of the only primary service available to them. On the other hand, removal of KOB from 770 kc to 1030 kc would enable WABC to serve a new primary nighttime area that presently receives service from at least one station and about 90% from four or more stations.

Comr. E. M. Webster, dissenting from the ruling, said he would deny KOB's special authority on 770 kc and would reopen the proceeding as requested by WABC.

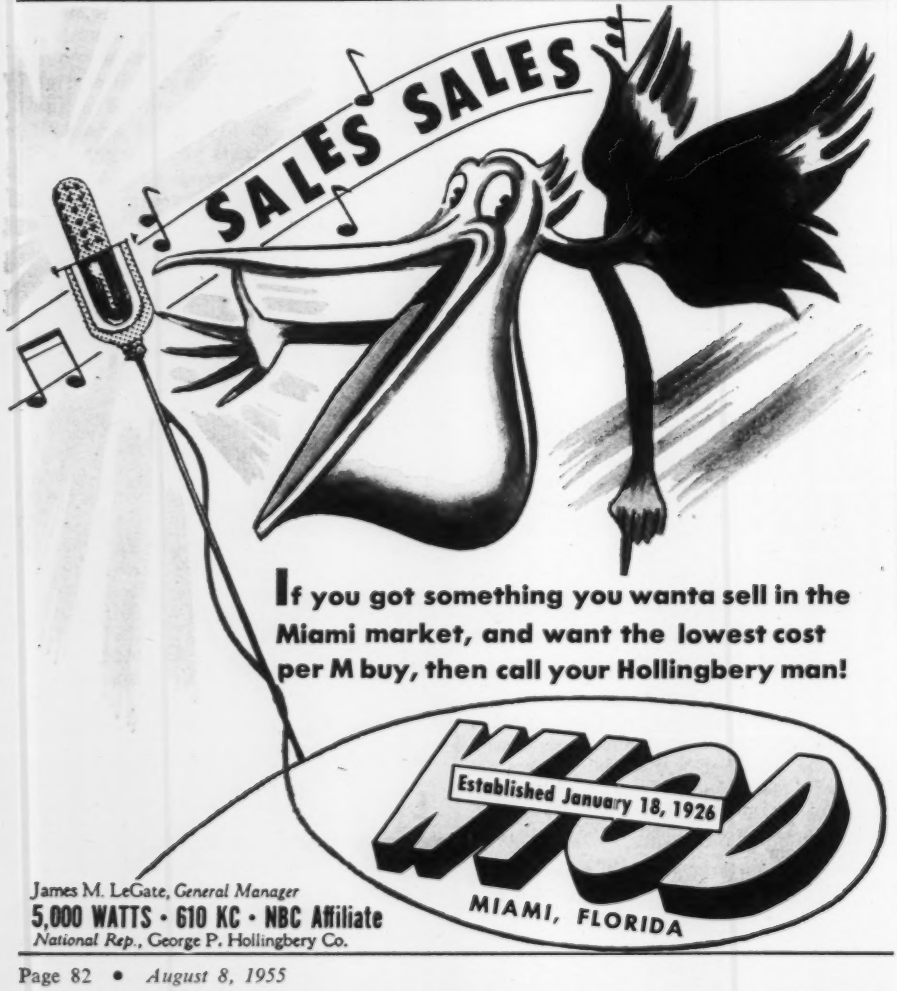
In a related move last week, ABC told the FCC that KWBU Corpus Christi, Tex., should be limited to daytime-only operation on its licensed 1030 kc, as stated in granting the station license last December. ABC emphasized that any move to block KOB's return to its licensed 1030 kc is prejudicial to ABC (WABC).

Congress Passes Set Tax Bill

THE House July 30 agreed to a Senate amendment to a bill (HR 7024) to exempt from the 10% federal excise tax all radio or television sets used in a business. The bill, now awaiting the President's signature, also exempts from the excise tax radio or tv component parts used as components of or for the manufacture of any other article.

The measure does not exempt radio and tv components from the tax, whether for business or entertainment purposes, except when used in the manufacture of other articles.

Sen. Everett M. Dirksen (R-Ill.) made a statement on the Senate floor the day after Senate approval of the bill in which he said he wanted it to be made clear Congress intends that the bill's tax exemption provisions also should apply to radio-tv equipment sold to states and their instrumentalities for providing fire, police, forestry, civilian defense and other essential services.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If you got something you wanta sell in the Miami market, and want the lowest cost per M buy, then call your Hollingbery man!
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MIAMI, FLORIDA
James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC Affiliate
National Rep., George P. Hollingbery Co.

309 (c) CHANGE DIDN'T MAKE IT

DESPITE the concerted efforts of its congressional champions, a bill (HR 5614) to amend Sec. 309 (c) "economic protest" provisions of the Communications Act died on the Senate calendar last week at the end of the first session of the 84th Congress.

The measure was doomed for the first session after being brought up on the Senate's "consent" calendar July 30. On such a calendar a bill may pass without a vote only if no senatorial objection is registered.

Sen. Alan Bible (D-Nev.), chairman of the Senate's calendar committee, requested that the bill be passed over, not disclosing the identity of the objecting senator or senators. Senators wishing to object to such a bill when it is brought up may object either from the floor or file their objections with the calendar committee chairman.

Sen. Bible, a member of the Senate Interstate & Foreign Commerce Committee and who as such presumably helped vote the protest amendment out of the committee earlier in the week [B•T, Aug. 1], told B•T he couldn't remember who filed objection to the bill, and that even if he knew he was not authorized to tell.

He said that a senator might object not only because of his sentiments concerning a bill, but also if he feels a bill is of such general interest that it should be debated.

The bill remains on the Senate calendar for the second session of the 84th Congress beginning next January.

Stations Applicants' Editorials Held Not Within FCC Scope

THE FCC must not attempt to evaluate the content of the editorials of a newspaper applicant for a radio or tv license in awarding the facility, Rep. William G. Bray (R-Ind.) said in a statement inserted in the *Congressional Record*.

Rep. Bray criticized an FCC hearing examiner for devoting a considerable portion of his report to a criticism of "the editorial policy of a certain newspaper, the principal owner of which was also the principal stockholder in one of the companies which sought the tv permit." This was an obvious reference to an examiner's initial decision against the award of ch. 13 Indianapolis to WIRE there, affiliated with the *Indianapolis Star* [B•T, June 13].

Rep. Bray last month entered a *Star* editorial, criticizing the examiner's initial decision, in the *Record* [B•T, July 4].

The Indiana Republican said there is "no evidence that the Commission has adopted the philosophy indicated in this examiner's report." He said evaluation of a newspaper applicant's editorials as a factor in determining award of a radio or tv license "could lead to terrible abuses" and "might well be the beginning of a government step toward thought control."

In deciding in favor of Mid-West Tv for Indianapolis ch. 13, the examiner had criticized the newspaper's editorial policies.

WFLB-TV Relay Granted

WFLB-TV Fayetteville, N. C., has been granted a construction permit by the FCC for a private intercity microwave relay system to connect with WFMY-TV Greensboro, N. C. (ch. 2), and WTVD (TV) Durham, N. C. (ch. 11), Programs of WTVD or WFMY-TV will be picked off the air near Pineview, N. C., and relayed to WFLB-TV (ch. 18).

FCC Disclaim Jurisdiction On UAW Switch to Windsor

THE FCC told a prospective political candidate that it has no jurisdiction over programs aired from a foreign station.

Question came up last May in a letter from Gregory M. Pillon, Detroit attorney, asking the Commission to look into the action of the United Automobile Workers (CIO) in moving its *Meet the UAW-CIO* from WJBK-TV Detroit to CKLW-TV Windsor, Ont. Mr. Pillon suggested that the transfer might deprive a candidate of the equal time provisions of the Communications Act.

Last week, the FCC said it had no power to regulate broadcasts originating with a Canadian station. However, the Commission said, if the program originated in the United States then it might exercise jurisdiction. It suggested that Mr. Pillon, who indicated he was going to be a 1956 Congressional candidate, take up his inquiry with the State Dept. since a foreign government was involved.

Last month the UAW-CIO was indicted by a Federal grand jury for violating the U. S. election law forbidding corporations, national banks and labor unions from spending funds in behalf of individual candidates [B•T, July 18, 25]. The indictment charged that the union spent $6,000 during the 1952 primary and general elections.

FCC Chain of Command Set for War, Emergency

A LINE of succession for FCC officials to act in the event of war or other emergency has been established.

Heading the chain of command is FCC Chairman George C. McConnaughey, followed by Comr. Robert E. Lee (defense commissioner) and Comr. Robert T. Bartley (alternate defense commissioner).

If any of these top three is unavailable, any of the other commissioners are in line, according to seniority, to take over FCC activities.

Following the commissioners, the chain of succession encompasses the following, with the incumbent named in parentheses:

Chief, Field Engineering & Monitoring Bureau (George S. Turner), General Counsel (Warren E. Baker), Chief Engineer (Edward W. Allen Jr.), Chief, Safety & Special Services Bureau (Curtis B. Plummer), Chief, Broadcast Bureau (Edward F. Kenehan), Chief, Common Carrier Bureau (Harold C. Cowgill), Executive Officer (Robert W. Cox), Security Officer (William J. Norfleet), Secretary (Mary Jane Morris).

The list continues with the assistant chiefs of the bureaus and other offices.

Examiner Recommends Piedmont for Ch. 9

INTEGRATION of ownership and management was the final issue upon which FCC Examiner H. Gifford Irion recommended, in an initial decision last week, that ch. 9 at Charlotte, N. C., be granted to Piedmont Electronics & Fixture Corp. Piedmont is 40%-owned by theatre owners Mitchell Wolfson and Sidney Meyer, who own WTVJ (TV) Miami. The remaining stockholders are local residents, including Herschel H. Everett, president, retired theatre owner, who has been active in civic affairs the past five years.

Examiner Irion dismissed competing applicants WSOC Charlotte and Carolinas' Television Corp. (WIS-AM-TV Columbia, S. C.; WIST Charlotte, and local residents).

WSOC was found wanting basically because of a paucity of funds to effectuate its proposals for studio construction and pre-operational expenses. Considering this, Examiner Irion said, there can be no assurance that the program proposals would be fulfilled.

In addition, Piedmont and Carolinas were found superior in the areas of program proposals, civic activity of stockholders and integration between ownership and management.

Choosing between Piedmont and Carolinas is "considerably difficult," Examiner Irion stated. He said:

". . . Piedmont has shown superiority in the civic activity of its Charlotte stockholders and in the degree to which its ownership is integrated with management or operations. On the other hand, Carolinas has been found to excel in the experience of its major stockholders and to merit a preference on the record of . . . WIS-TV."

Examiner Irion stated, however, that "it is still apparent that those virtues for which it [Carolinas] has been afforded a preference spring largely from the activities of two individuals [G. Richard Shafto, president of WIS-TV, and Charles A. Batson, managing director of WIS-TV]. . . ."

". . . Piedmont likewise made full use of such of its stockholders as had previously engaged in television operations but many of Piedmont's Charlotte stockholders — persons who are neophytes in television but who possess all the zeal of the uninitiated — have materially contributed to fashioning that applicant's proposals."

In reaching a final conclusion, Examiner Irion declared: "Integration of ownership and management in the case of Piedmont thus reaches that happy point where skill and knowledge of a community are united with imagination and resourcefulness. The results of this union are quite apparent in the quality of Piedmont's planning. This appraisal of the superiority on the part of Piedmont is strengthened when the civic record of its president, Mr. Everett, is also regarded. . . . It can then be said that while Carolinas and Piedmont have presented excellent programming proposals, the supporting evidence gives more assurance of fulfillment in the case of Piedmont."

The examiner added "there must always be an element of regret" in denying an applicant so exemplary as Carolinas.

Charlotte has only one tv station in operation, WBTV (TV) (ch. 3). WQMC (TV) (ch. 36) has suspended.

Iowa Lawmakers Split On Star Chamber Question

IOWA'S lawmakers are split in opinion on whether the interim committee of the state should bar newsmen and the public from its sessions. That's the finding of a survey in the legislature completed by the news department of WOI Ames.

The 10-man interim committee which conducts state business when the Iowa legislature is not in formal session, stirred up a tempest June 7 by deciding to go into closed session at the request of two or more members. Sigma Delta Chi, national professional journalism society, already has protested formally to Iowa Gov. Leo Hoegh.

According to WOI, its poll showed 41 members of the Iowa House in support of the closed-session edict, with 31 members opposing the move. In the Senate, however, 18 were against the closed sessions, with 15 members supporting the decision.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

For 31 years WDBJ has been the MOST LISTENED TO—MOST RESULTFUL RADIO STATION in Roanoke and Western Virginia.

Ask Free & Peters!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

KTVH WINS In Wichita-Hutchinson Area

(April 1955 Pulse)

15 out of 15 top programs!

Let top-flight day and night CBS shows and strong, high-interest local programming help sell your product. Put "WINDY" on your payroll, too!

KTVH
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VHF 240,000 WATTS — CBS BASIC—DUMONT — CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

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New Weston
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Meeting place
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So close at hand
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Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
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MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre

KNOTT HOTELS

KPIX (TV) Strikers Question FCC Right

THREE transmitter engineers of KPIX (TV) San Francisco, whose licenses are under threatened suspension, charged the FCC will be entering the field of employer-employe relations if it revokes their licenses for their part in a strike action against the station [B•T, Dec. 20, 1954].

The strike took place last Dec. 14. Coincident with the walkout KPIX reported damage to technical equipment that kept the transmitter off the air about 13 hours.

The FCC, acting on a first report of equipment damage, suspended for 90 days the first class radiotelephone operator licenses of Ronald W. Didriksen, Carlton R. Schwarz and Anthony Severdia. The suspensions were held in abeyance pending the outcome of hearings before Examiner J. D. Bond in San Francisco last May [B•T, May 9].

Last week the three engineers reported their findings in the hearing. The FCC case, being prepared by Richard A. Solomon, assistant general counsel, and John A. McAllister, attorney, was expected out late Friday [see AT DEADLINE].

As the three NABET (CIO) engineers saw it, there were three issues involved:

1. Were acts committed prior to leaving the KPIX transmitter on the morning of the strike which constituted willful damage or permitted radio apparatus or installations to be damaged?

2. Were acts committed at the time of the strike which constituted willful or malicious interference with radio communications of KPIX?

3. Was a violation committed by leaving KPIX at or about the time of original sign-on by reason of a strike having been called?

As to the first issue, the engineers cited the testimony of William Burgess, who, according to the findings, replaced Mr. Didriksen as transmitter supervisor on Nov. 26 during the "difficult" labor negotiations. The engineers said that Mr. Burgess repeated that no damage was caused to equipment that he observed and that while some things did not seem normal, none of these would cause any damage to equipment.

With reference to the second issue, the engineers stated that the only theory to support this charge is that failure to put the transmitter on the air at a pre-determined time is a violation. The respondents said they left the station about 15 minutes before KPIX was to go on the air and that the reason for it not going on the air was because of a lawfully called strike.

As to the third issue, the engineers charged that by issuing license suspension orders, the FCC has entered the field of employer-employe relations, a field restricted to the NLRB. They claimed they did not violate the Communications Act nor FCC rules and they categorically denied damaging or injuring any equipment. To find that they did violate the Act or rules is to contravene the labor act of 1947, they said, and added that jurisdiction lies with NLRB or the courts, not with FCC.

Raleigh De-Intermixture Plan Submitted to FCC

A DE-INTERMIXTURE plan for Raleigh, N. C., was submitted to the FCC last week by WNAO-TV there. At the same time, WNOW-TV York, Pa. (ch. 49), filed its second petition to shift ch. 21 from Lancaster to York.

The de-intermixture proposal was an amendment to WNAO-TV's petition of last April that asked that all commercial channels in its area be made uhf, with vhf used for non-commercial assignment. Last week's plan asked that the table of allocations be changed to read: Raleigh from chs. 5, 22 and non-commercial 28, to 22, 28, plus a uhf to be chosen by the FCC for non-commercial use. WNAO-TV recommended that ch. 5 be reassigned to Rocky Mount, N. C.

WNAO-TV said that more than a year ago, when Raleigh-Durham was exclusively uhf, it asked for de-intermixture of these cities before the then proposed vhf began in Durham [WTVD (TV) (ch. 11)]. This petition was denied last October, WNAO-TV said. Vhf competition has had an adverse effect on the station because of uhf prejudice on the part of the public, WNAO-TV charged. It said people are buying vhf-only sets and that advertisers are switching to vhf. An initial decision has favored a grant of ch. 5 at Raleigh to Capital Broadcasting Co.

In York, WNOW-TV asked that chs. 43 and 49 there be changed to 21 and 43 and that ch. 49 be substituted in Lancaster.

Last May the FCC denied similar petitions by WNOW-TV and WTPA (TV) Harrisburg, Pa. (ch. 71), which also wanted ch. 21. WTPA renewed its request last July.

FCC PAY BOOST DIES IN SENATE

A HOUSE-PASSED bill which would have raised the pay of FCC members from $15,000 to $19,000 literally was talked to death in the Senate last Tuesday during the closing minutes of the 84th Congress' first session.

Sen. Wayne Morse (D-Ore.) said he would do all he could to keep the bill from being passed and that a number of other senators would help him.

The Oregonian objected to the bill (HR 7619), he said, because no hearings had been held on it to correct possible inequities. Sen. Morse blamed the White House for waiting so long to present recommendations for boosting salaries of top government executives. Other senators also expressed disappointment that the President waited so long to submit recommendations.

The President on July 15 had recommended salaries of $20,000 for the FCC, but the bill as submitted by Chairman Tom Murray (D-Tenn.) of the House Post Office & Civil Service Committee, provided only $19,000. A Senate bill (S 2628) introduced by Chairman Olin D. Johnston (D-S. C.) of the Senate Post Office & Civil Service Committee and Sen. Frank Carlson (R-Kan.), ranking minority committee member, asked for the $20,000 White House figure. S 2628 got only as far as the Senate calendar.

Repplier Lauds Propaganda

THE U. S. Information Agency is doing "a remarkably good job" in the foreign propaganda field but there are "a few weak spots," Theodore S. Repplier, Advertising Council president, reported to President Eisenhower Wednesday. Mr. Repplier has just completed a six-month world tour as an Eisenhower exchange fellow and was one of the first three Americans sent abroad under this program.

He said the United States has passed the learning stage and is now "very much hitting its stride" in the propaganda field although badly outgunned by communists in the amount of money devoted to the task. He concentrated his study of American propaganda in Japan, India, France and Italy.

Newspaper Guild Calls Off Investigation Threat Protest

THE American Newspaper Guild reports it is dropping its request for hearing by the Senate Internal Security Subcommittee after satisfying itself that senators are not bent on "investigating the press or radio or tv or the Fourth Estate or newspapermen or newspapers or the Newspaper Guild," as ANG was reassured by Subcommittee Chairman James O. Eastland (D-Miss.).

In a telegram to Sen. Eastland, Ralph B. Novak, ANG executive vice president, said, "You have done everything possible to eliminate any false impressions in the minds of the public." Mr. Novak said that what "false impressions" remain are attributable to "weaknesses in our mass communications systems."

ANG had requested a hearing after the subcommittee interrogated several news media people, including CBS correspondent Winston Burdett and Charles S. Lewis, public affairs director of WCAX-AM-TV Burlington, Vt., on their former communist associations [B•T, July 18].

Meanwhile, Rep. Francis E. Walter (D-Pa.), chairman of the House Un-American Activities Committee, has announced hearings in New York Aug. 15-19 on communist associations of people in radio-tv and other entertainment fields [B•T, July 25].

Spokane-Richland Microwave Tv Relay System Approved

LICENSE for an experimental-microwave relay radio station for community antenna service has been granted by the FCC to Inland Empire Microwave Co. The station picks up signals of Spokane, Wash., stations and carries them to the Richland Tv Cable Corp., which serves Richland, Wash.

Cost of construction of the relay station was set at about $20,000. The transmitter is located in Umatilla County, Ore., about 10 miles from Walla Walla, Wash.

Construction permit for the station was issued to Inland Empire last May 25.

Meanwhile, the hearing on competing applications for a privately-owned microwave relay to bring Denver tv signals to a Rapid City, S. D., community antenna system has been postponed. Involved are Bartlett & Reed Management and Blackhills Video Co. Objecting to the proposal and parties to the proceeding are KOTA-TV Rapid City (ch. 3) and AT&T.

WELO Change Favored

INITIAL decision favoring a change in facilities for WELO Tupelo, Miss., from 1490 kc, 250 w unlimited, to 580 kc, 1 kw to local sunset and 500 w at night, with directional antenna day and night, was issued by FCC Hearing Examiner Elizabeth C. Smith last week.

In the course of the hearing it was found that some interference would be caused to the signals of WHBQ and WREC, both Memphis, Tenn., and to WRAG Carrollton, Ala. The examiner's decision, however, was based on the fact that if the change were permitted the radio service would be available to more people than at present even allowing for the number of listeners who would be lost because of the increased interference.

MILESTONES

HEADPHONES of an authentic 1922 radio set are tested by Sutherland Dows, president of Iowa Electric Light & Power Co., on the 34th anniversary of WMT Cedar Rapids. Iowa Electric is one of WMT's oldest accounts; it became a sponsor in WMT's first year. Watching is Bill Quarton, general manager of the station.

► CBS Radio's *ROMANCE OF HELEN TRENT* has celebrated its 23d year on the air.

► WFBM Indianapolis Traffic Director MARTHA GEISLER marks her 25th year with the station.

► WJAR-TV Providence, R. I., has celebrated its sixth anniversary.

► WHAM-TV Rochester, N. Y., marks its sixth anniversary.

► RAY SCHREINER, disc m.c., has celebated five years with WRBL Richmond, Va.

► The *MEETIN' TIME AT MOORE'S* show on WLWC (TV) Columbus, Ohio, has telecast its 1,500th performance. SALLY FLOWERS is m.c.

► KJBS San Francisco is celebrating its 30th anniversary.

WIS Columbia, S. C., celebrates its 25th anniversary. G. Richard Shafto (c), general manager, presents diamond pins and silver serving trays to Joe Davenport (l), transmitting engineer, and Leo Downs, salesman, both of whom chalked up a total of 25 years with the station.

ALL AGREE!
IT'S WKBN-TV

WKBN-TV
RATINGS
PULSE
22 of the first 26 programs
(March, 1955)
ARB
17 of the first 25 programs
(Nov., 1954)
HOOPER
18 of the first 26 programs
(Oct., 1954)

WKBN-TV
QUARTER-HOUR
FIRSTS

PULSE
406 of 444 Weekly Quarter Hours
(March, 1955)
ARB
312 of 466 Weekly Quarter Hours
(Nov., 1954)
HOOPER
363 of 451 Weekly Quarter Hours
(Oct., 1954)

YOU NEED WKBN-TV
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YOUNGSTOWN
MARKET!

WKBN-TV
CHANNEL 27
YOUNGSTOWN, OHIO
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NARTB STAFF GETS SHIP IN ORDER FOR CIRCUIT OF REGIONAL MEETINGS

Eight conventions scheduled for series of three-day sessions. New feature: an FCC commissioner will address each conclave. TvB, farm directors and news directors organizations will participate.

NARTB's series of autumn meetings, starting Sept. 19 in Chicago, will take the form of eight regional conventions based on a flexible three-day program format. Plans for the series are being completed at NARTB Washington headquarters (see schedule, UPCOMING, page 105) .

The flexible plan will make it possible for radio-only or tv-only delegates to attend only two days. It works out this way: First day, Radio Day; second, Industry Day; third, Television Day.

NARTB President Harold E. Fellows will head the largest headquarters crew ever to attend the autumn series. Nine staff executives will make the circuit, taking part in a series of workshop sessions that will provide delegates with a greatly enlarged fund of material ranging from sales and programming through government relations and employment problems.

President Fellows told B•T the meetings "will be bigger and better than district meetings, and more interesting and more important." He predicted total attendance will be larger at the 1955 meetings in view of the wider opportunity to gain practical management information and to meet with broadcasters from a broader area.

Among new features in the autumn series is to be the participation of a member of the FCC at each of the eight meetings. The Commissioners will address the banquets, scheduled the night of the second day.

Others Cooperating

Three outside organizations will take part in programs—Television Bureau of Advertising, National Assn. of Television & Radio Farm Directors and Radio-Television News Directors Assn. Radio Advertising Bureau was invited but felt it had performed its sales function in a nationwide series of clinics.

TvB will program a sales session during the Television Day proceedings. The farm group will have an active broadcaster from its membership at NARTB's invitation. The speaker will cover both public service and commercial phases of farm radio as well as answer questions, appearing on the Radio Day agenda. NATRFD is polling its membership to obtain an all-industry reservoir of program, public service and sales success stories.

At the Television Day meeting, the RTNDA representative will discuss tv news techniques. This, too, will be a workshop session designed to acquaint delegates with improved techniques in tv news coverage.

Eight NARTB district directors from states in which the meetings are held, or nearby, will serve as convention hosts. They will be flanked by other NARTB board members living in the particular regions. All will play active roles in the proceedings.

Hosts at Meetings

Host directors are: William Holm, WLPO La Salle, Ill., at Chicago, Sept. 19-21; E. R. Vadeboncoeur, WSYR Syracuse, at Saranac, N. Y., Sept. 21-23; Henry Clay, KWKH Shreveport, at New Orleans, Sept. 28-30; James H. Moore, WSLS Roanoke, Va., at Roanoke, Oct. 12-14; William D. Pabst, KFRC San Francisco, at San Francisco, Oct. 24-26; Walter E. Wagstaff, KIDO Boise, Idaho, at Colorado Springs, Nov. 1-3; E. K. Hartenbower, KCMO Kansas City, at Des Moines, Nov. 7-9; Alex Keese, WFAA Dallas, at Dallas, Nov. 15-17.

Members of the NARTB headquarters party, besides President Fellows, will be John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Joseph M. Sitrick, publicity and informational services manager; Vincent Wasilewski, government relations manager; A. Prose Walker, engineering manager; Charles H. Tower, employe-employer relations manager; William K. Treynor, station relations manager, as well as NARTB field representatives, and Edward H. Bronson, director of television code affairs.

Mr. Meagher will direct proceedings at the Radio Day meeting. The agenda will include a promotion panel, "bull session," small and large market station clinics, the farm director's session, a Conelrad film and a clinic, led by Mr. Tower, on personnel selection and station operation with emphasis on sales.

Industry Day will include a government relations discussion led by Mr. Wasilewski; freedom of information; luncheon talk by Mr. Fellows and a clinic led by Mr. Sitrick. This last feature, new to NARTB area meetings, will emphasize industry developments and the role of the business press along with a review of association services and practical management aids supplied by NARTB departments. RCA will be host at a cocktail party prior to the banquet.

Television Day will cover an extensive range of topics. Mr. Brown will talk on tv program and advertising affairs and lead a discussion. A television code workshop will be led by Mr. Bronson, followed by the TvB video sales clinic. A tv broadcaster will be luncheon speaker. Mr. Walker will discuss new and imminent developments in the technical field and lead an engineering panel. Mr. Tower will direct a review of labor and operational problems.

Tv Bureau of Adv. Releases Analysis of Tv Spot Buying

EXPENDITURES for spot tv time by gas and oil companies during the first quarter of 1955 totaled $2,816,000, Television Bureau of Advertising has announced. Figures were supplied by N. C. Rorabaugh Co.

Leading 10 spot tv advertisers were listed as Esso Standard Oil Co.; Shell Oil Co.; Standard Oil of Ohio; Standard Oil of Indiana; Phillips Petroleum Co.; Pure Oil Co.; Bardahl Oil Co.; Sinclair Refining Co.; Richfield Oil Corp., and Ohio Oil Co.

Business in other categories for spot television purchases in the first quarter of 1955 also showed a gain over the corresponding period last year. Packaged soap and detergents were up 34.0%; toilet soaps, 67.8%; shortening, 220.3%; dentifrices, 21.5%; home permanents, 18.8%; shampoos, 28.3%; shaving creams, 40.6%, and mouth washes, 93.0%.

Also released last week was the first of a series of co-op information cards for use by local sales departments of its member stations. Categories include household appliances, automotive accessories, paints and varnishes and office equipment and supplies. The cards list advertisers, brands covered, distribution, tv material available, source of material, division of costs, fiscal year and billing procedure. Additional cards will be sent to TvB members as soon as the information becomes available.

RAB-Pulse Survey Shows Working Women's Listening

SOME 20 million working women average approximately two hours of radio listening a day, according to two studies made by Radio Advertising Bureau, New York. The studies were made by The Pulse Inc. for RAB in the metropolitan areas of Milwaukee, Cincinnati, Philadelphia, Atlanta, Los Angeles and Washington.

Both surveys separate the 11 million married women who work from the 8.5 million single women who are employed and show differing patterns of where they listen and what they listen to.

The favorite listening spot for single women is the bedroom, according to RAB. Married women do more listening in the kitchen. The average number of sets in the household where they live was 2.8 for single women and 2.6 for married women, the surveys showed. Data on the two groups has been presented separately with a folder being issued on the married group and another on the single group by RAB.

Working women were recently claimed as the captive audience of newspapers almost exclusively, RAB reported, but the Pulse surveys show they are more thoroughly covered by radio than any other medium.

INDISPENSABLE for Radio & TV Stations!

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Over 1000 effects recorded from life. Special "Basic" selection of 25 of the most needed discs, available at package price

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IRE BROADCAST UNIT CONVENES SEPT. 23

Professional group on transmission systems schedules fifth annual meeting in Washington. Many technical papers are on the agenda.

FIFTH ANNUAL fall symposium of the Institute of Radio Engineers' Professional Group on Broadcasting Transmission Systems, which will center around the theme of "New Perspectives in the Field of Broadcasting," will be held Sept. 23-24 at the Hamilton Hotel in Washington.

The opening session will be devoted to new tv broadcasting equipment and facilities. Among the papers to be presented are "Multiple Antenna System With Antennas of Equal Height" by L. J. Wolf of RCA; "Studio Switching Problems With Color Signals," by H. W. Morse of General Electric Co., and "A Fifty Kilowatt Transmitter," by John Ruston of DuMont. Philip B. Laeser, technical director of WTMJ-TV Milwaukee, will speak on "Integrating Color Equipment With Monochrome Facilities at Your Television Station."

Papers to be read at the afternoon session on Sept. 23 will deal with measurements in the field of television, including propagation factors. A paper will be delivered on "Present Knowledge of Propagation in the Vhf and Uhf Television Band," which is being made available by Edward W. Allen Jr., chief engineer of FCC, and includes work directed by William C. Boese and Harry Fine of the technical research devision. Edward W. Chapin, chief of the Laurel, Md., laboratory division of FCC will deliver a paper summarizing field intensity measurements which have been made on various uhf stations.

Sept. 24 Agenda

The Sept. 24 session will be devoted to a discussion of new broadcast operation techniques and equipment arrangements. Papers will be read by R. A. Isberg of the Ampex Corp. on "Using New Tape and Film Techniques to Increase Broadcast Operation Efficiency"; A. C. Goodnow, Westinghouse Broadcasting Co., on "Experimenting Experience With Remote Control of High Power and Directional Antenna Broadcast Transmitter Operations"; Roger E. Peterson, WNBF-TV Binghamton, N. Y., on "A Novel Television Slide Sequencing Arrangement," and Edgar F. Vandivere Jr., Vandivere, Cohen & Wearn on "Some Techniques in Automatic Programming."

Moderators will be Ralph N. Harmon, Westinghouse Broadcasting Co., first session; Stuart L. Bailey, Jansky & Bailey, second session, and George C. Davis, Washington consulting engineer, third session.

Honor guests at the banquet on the evening of Sept. 23 will be FCC Comr. E. M. Webster; C. M. Jansky Jr., Washington consulting engineer and a member of the Senate Commerce Committee's *ad hoc* unit on television allocation problems and a prominent broadcaster with a background of both vhf and uhf broadcasting.

Steering committee personnel serving with Oscar Reed Jr., general chairman for the event, include Ralph N. Harmon, technical program committee; Harold Dorschug, public relations; C. M. Brown, finance; Lewis Winner, papers review, and Irma B. Galane, local arrangements.

Registration will open at 9 a.m. Sept. 23. Advance registration and reservations may be made by writing to the IRE unit at seventh floor, 1735 DeSales St. N.W., Washington.

Tips on Supermarkets

TIPS on the effective use of sales tools provided by Radio Advertising Bureau constitute RAB's new promotion piece, "Eleven Ways to Lasso a Supermarket." The folder lists the proper use of 11 different sales tools with which stations may sell a grocery chain or supermarket operator.

The folder also outlines "how to rope and put your brand on the critter that spends $152 million in local advertising every year." It was designed essentially for the information of non-member stations but RAB has also sent it to members as a guide for their selling efforts.

Radio Advertising Bureau Announces 47 New Members

ADDITION of 47 members to the roster of Radio Advertising Bureau was announced last week by Arch L. Madsen, RAB director of station relations. Mr. Madsen said that income from these new members represents a major step toward RAB's 1956 goal of an annual budget of $1 million.

New station members are: KCOG Centerville, Iowa; KCOY Santa Maria, Calif.; KGLM Chehalis, Wash.; KHSL Chico, Calif.; KJR Seattle; KNOX Grand Forks, N. D.; KOOK Billings, Mont.; KTSA San Antonio, Tex.; KXYA Houston, Tex.; WAPL Appleton, Wis.; WARA Attleboro, Mass.; WATA Boone, N. C.; WAZL Hazleton, Pa.; WBAT Marion, Ind.; WBCK Battle Creek, Mich.; WBRV Boonville, N. Y.; WCNT Centralia, Ill.; WDAS Philadelphia; WDCL Tarpon Springs, Fla.; WEAN Providence; WFLA Tampa; WHLM Bloomsburg, Pa.; WIDE Biddeford, Me.; WINR Binghamton, N. Y.; WJMX Florence, S. C.; WKBC North Wilkesboro, N. C.; WLAY Muscle Shoals, Ala.; WLIK Newport, Tenn.; WMMW Meriden, Conn.; WOBT Rhinelander, Wis.; WOKY Milwaukee; WOPA Oak Park, Ill.; WOXF Oxford, N. C.

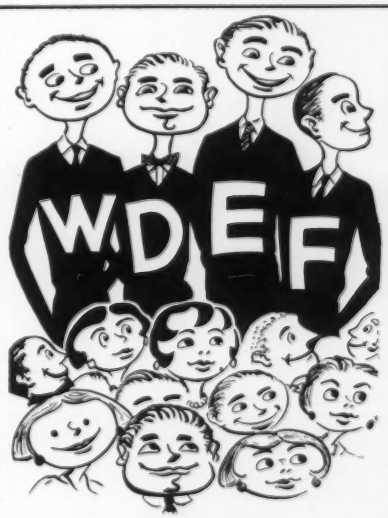
WPDQ Jacksonville, Fla.; WPGC Morningside, Md.; WRXO Roxboro, N. C.; WQUA Moline, Ill.; WTCN Minneapolis; WTIP Charleston, W. Va.; WTSP St. Petersburg, Fla.; WVDA Boston; WWWB Jasper, Ala.; WWWF Fayette, Ala., and CHEX Toronto, Canada.

The remaining membership contracts were signed by the Branham Co. and Simmons Assoc., both station representation firms, and Bob Hahn Productions, New York, a program company.

Ohio Sportscasters Organize

THE newly-formed Sports Broadcasters' Assn. of Northern Ohio has elected the following officers: president, Jimmy Dudlet, WERE-WXEL (TV) Cleveland; first vice president, Bill McColgan, WGAR Cleveland; second vice president, Ken Coleman, WHK-WXEL (TV) Cleveland; secretary, Joe Valicenti, WBBW Youngstown, Ohio; treasurer, John Fitzgerald, WXEL (TV) Cleveland; director of publicity-public relations, Van Lane, WERE, WDOK Cleveland.

Purpose of the organization is to give the public better sports shows and to keep the public better informed on all news relating to the world of sports. The organization is composed of radio and television sportscasters from the northern Ohio area.



HEADS 'N SHOULDERS
ABOVE THE REST!

Top "Hooperatings" in **41** out of a total of **62** measured quarter hours (7:00 a.m., - 10:30 p.m.) Monday thru Friday. See the January-February 1955 Hooper Report.

It's a TERRIFIC Story!

Ask **BRANHAM!**

BEST BUY in the 79th MARKET
WDEF
RADIO NBC AFFILIATE IN CHATTANOOGA, TENN.

CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager

RAB SETS 37 CLINICS FOR FALL SALES SERIES

Emphasis will be on developing advertising from grocery chains and supermarkets, car dealers and home furnishings-appliance retailers.

SCHEDULE of 37 fall sales clinics to be conducted by Radio Advertising Bureau in 32 states between Aug. 22 and Dec. 2 has been announced by RAB President Kevin Sweeney.

With "Sound Selling in Selling Sound" as the keynote, the all-day clinics—for members only—will concentrate on how to develop radio business from three types of advertisers: grocery chains and supermarkets; automobile dealers, and home furnishings-appliance retailers. During the January-June clinic series, conducted in 63 cities, the emphasis was on the department store and specialty shop fields.

In the fall series, morning sessions will be highlighted by presentation of "Sound Advertising Approach for 1956," which is a local version of the basic radio presentation used by RAB's own sales staff and which will be made available on strip film to RAB member stations later this year, plus three quarter-hour tape-recorded presentations for use in selling more radio to supermarkets, auto dealers and home furnishing retailers.

Afternoon sessions will feature "Background for Selling," slide reports to assist salesmen in preparing comprehensive presentations, and tape-recorded accounts showing how supermarket, auto and home furnishing dealers in various parts of the country are using radio to boost sales.

President Sweeney will head the RAB group conducting the clinics. Others will be R. David Kimble, director of local sales and service; Arch L. Madsen, director of station relations, and James F. Baker, assistant director of local sales and service.

The clinic schedule:

Aug. 22—Los Angeles; Aug. 23—San Francisco; Aug. 24—Portland, Ore.; Aug. 25—Seattle; Aug. 26—Boise, Idaho.

Sept. 6—Atlanta; Sept. 7—Charleston, S. C.; Sept. 8—Raleigh, N. C.; Sept. 9—Norfolk, Va.; Sept. 19—Tampa, Fla.; Sept. 20—Birmingham, Ala.; Sept. 21—Baton Rouge, La.; Sept. 22—Knoxville, Tenn.; Sept. 23—Charleston, W. Va.

Oct. 3—Ogden, Utah; Oct. 4—Colorado Springs, Colo.; Oct. 5—Albuquerque, N. M.; Oct. 6—San Antonio, Tex.; Oct. 7—Fort Worth, Tex.; Oct. 17—Burlington, Vt.; Oct. 18—Albany-Troy-Schenectady, N. Y.; Oct. 19—Boston; Oct. 20—Philadelphia; Oct. 21—Washington.

Nov. 2—Oklahoma City; Nov. 3—Kansas City, Mo.; Nov. 4—Des Moines, Iowa; Nov. 14—Minneapolis; Nov. 15—Milwaukee; Nov. 16—Chicago; Nov. 17—Indianapolis; Nov. 18—Detroit; Nov. 28—Louisville; Nov. 29—Dayton, Ohio; Nov. 30—Cleveland.

Dec. 1—Pittsburgh; Dec. 2—New York.

National Radio-Tv Week To Get Preliminary Promotion

PRELIMINARY campaign designed to build up interest in National Radio & Television Week, Sept. 18-24, will be conducted by National Appliance & Radio-Tv Dealers Assn. starting in late August. NARDA is cooperating with Radio-Electronics-Tv Mfrs. Assn., NARTB and National Assn. of Electrical Distributors in the observance.

Local committees have been set up by NARDA and regional dinners will be held to bring in all radio-tv industry segments. NARTB is coordinating broadcasting industry observance, with Radio Advertising Bureau and Television Bureau of Advertising joining the national networks in using promotion kits plus their own tie-in material and special programming.

RETMA member companies plan their own promotional advertising, using all media. *Life* magazine has prepared point-of-purchase display material which it is offering to radio and tv distributors for their dealers. *Saturday Evening Post* has prepared tie-in newspaper supplement material being supplied 1,800 newspapers.

The promotion program features the slogan "National Radio & Television Week—Dedicated to Better Home Entertainment." Attention is directed to technical improvements in the new lines of 1956 radio and tv receivers plus the unprecedented plans being drawn up to procide the finest air entertainment in history.

Promotion will culminate in the intensive campaign to be waged during the annual observance of radio-tv week.

Engineers Pacific Meeting Set for Aug. 15-18 in Butte

AGENDA has been set for the American Institute of Electrical Engineers' Pacific General Meeting, to be held Aug. 15-18 at the Finlen Hotel in Butte, Mont.

The program covering Wednesday, Aug. 17, will get underway in a morning session presided over by J. B. Epperson, Scripps-Howard Radio Inc., Cleveland, and chairman of the AIEE committee on tv and aural broadcasting. The meeting, titled "Television, Measurements & Interference," will feature discussions by William L. Hughes, Iowa State College, Ames; Dave Green, chief engineer, KXLY-TV Spokane, Wash.; W. S. Byers, General Electric Co., Syracuse, and H. M. Sachs and A. L. Albin, Armour Research Foundation of the Illinois Inst. of Technology, Chicago.

The afternoon session, titled "Community Antennas, Propagation & Satellites," will be presided over by George R. Town, Iowa State College. Participating will be Jack W. Herbstreit, National Bureau of Standards, Boulder, Colo.; Oscar W. B. Reed Jr., Jansky & Bailey, Washington; Verne Russell, GE, San Francisco; and Archer S. Taylor, consulting radio engineer, Missoula, Mont.

Frost Named For ANA Meet

APPOINTMENT of Donald S. Frost, vice president in charge of advertising, Bristol-Myers Co., as program chairman of the 26th annual meeting of the Assn. of National Advertisers, Oct. 31-Nov. 2 in New York, was announced last week by the ANA board of directors under the chairmanship of E. G. Gerbic, vice president, Johnson & Johnson.

At the business session of the meeting a chairman and vice chairman of the board of directors as well as other board members will be elected.

Correspondents Plan Tv Show

PLANS are being announced today (Monday) by the Overseas Press Club for the production of a live half-hour tv program, titled *Foreign Correspondent,* based on stories written by members of the club.

The program will be produced by Derel Producing Assoc., New York, with the club's radio and tv committee acting as the liaison group between Derel and members of OPC. It is planned that material will come from books written by members and from dramatic adaptations of hitherto unpublished stories, such as the adventures of Ernie Pyle and the George Polk murder in Greece.

TRADE ASSOCIATION PEOPLE

James W. Frost, former sales development manager, Columbia Pacific Radio Network, named secretary-treasurer, Oregon State Broadcasters Assn., and will also teach radio at U. of Oregon.

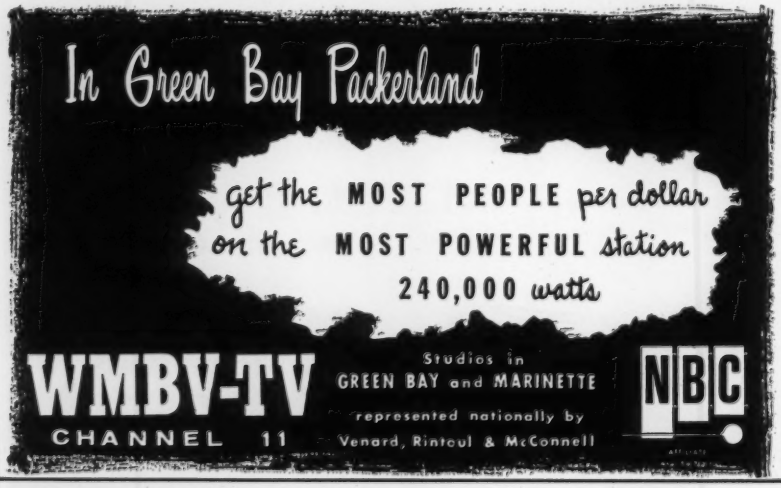
W. Frederic Clark, art director, Gray & Rogers (adv.), Phila., elected president, Phila. Art Directors Club.

Carroll R. West, vice president, Title Insurance & Trust Co., L. A., elected president, Southern California chapter, Public Relations Society of America.

Bert Coil, transmitter engineer, WCCO-TV Minneapolis-St. Paul, elected chairman, Minneapolis-St. Paul section, Institute of Radio Engineers.

Julie Chase, personality, WTAG-AM-FM Worcester, Mass., named to membership committee for two years, American Women in Radio & Tv, and will head program events committee for 1955 AWRT national convention.

Robert J. McAndrews, vice president, John Poole Broadcasting Co. (KBIG Avalon, KBIF Fresno, Calif.), appointed chairman, publicity committee, Sales Executives Club of L. A.



QUARTER BILLION GROSS CHALKED UP BY RADIO-TV NETWORKS IN SIX MONTHS

Publishers Information Bureau reports first half of 1955 was 15% better than the same period in 1954. NBC cites its June radio increase as resulting largely from 'Monitor.' All June network radio totaled nearly $11 million while tv reached the $24.5 million mark.

NETWORK radio and television gross time charges for the first half of 1955 passed the quarter-billion-dollar mark.

Figures released last week by Publishers Information Bureau put the six-month total at $258,901,128, a gain of better than 15% over the total for the same period in 1954.

The overall increase was accomplished by a television gain of over 31% which more than offset an approximately 17% drop in network radio gross billings for the six months.

The PIB figures for June also showed NBC as the only one of the four radio networks to register an increase in gross billings as compared to June 1954—$2,652,765 in June this year against $2,618,614 in June 1954, a rise of 1.3%.

NBC spokesmen also noted that the gross radio volume in June this year was the only one which reflected an increase over May. This gain, amounting to $205, was in the face of a 13% drop in gross time charges for the four radio networks. NBC attributed its improvement of radio position largely to sales on its new weekend *Monitor* series [B•T, July 25, 18].

In television, both for June alone and for the January-June period, all the networks were up except DuMont, whose June total slipped to $218,845. The four-network television total for June was $31,770,712, a gain of about 29% over June 1954, while for the first six months of 1955 the four networks picked up approximately 31.5% for a total of $197,309,819.

Following tables show gross time charges, network radio and network television, June 1955 vs. June 1954, and for the total six months of each year, as computed by PIB:

NETWORK RADIO

	JUNE 1955	JUNE 1954	Jan.-June 1955	Jan.-June 1954
ABC *	$1,816,367	$ 2,405,994	$13,313,799	$15,170,597
CBS	3,603,602	4,181,677	23,888,528	29,714,809
MBS	1,249,124	1,558,196	8,176,676	11,073,730
NBC	2,652,765	2,618,614	16,212,306	18,570,178
TOTAL	$9,321,858	$10,764,481	$61,591,309	$74,529,314

NETWORK TELEVISION

ABC	$ 3,542,304	$ 2,317,879	$ 21,768,605	$ 15,207,664
CBS	15,787,009	11,448,180	93,841,931	65,916,429
DUMONT	218,845	778,920	2,904,680	6,594,935
NBC	12,222,554	9,990,729	78,794,603	62,294,026
TOTAL	$31,770,712	$24,535,708	$197,309,819	$150,013,054

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$ 2,487,140	$ 4,181,787	$1,372,532	$ 2,744,204	$10,785,663
Feb.	2,387,900	3,950,767	1,291,938	2,584,620	10,215,225
March	2,445,765	4,393,441	1,446,535	2,953,486	11,239,227
April	2,096,355	3,837,124	1,365,658	2,624,671	9,923,808
May	2,080,272	3,921,807**	1,450,889	2,652,560	10,105,528**
June	1,816,367	3,603,602	1,249,124	2,652,765	9,321,858
TOTAL	$13,313,799	$23,888,528	$8,176,676	$16,212,306	$61,591,309

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DUMONT	NBC	TOTAL
Jan.	$ 3,718,195	$15,831,141	$ 723,960	$13,172,695	$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
March	3,806,425	16,036,896	628,625	14,102,093	34,574,039
April	3,527,558	15,463,359	462,335	13,285,933	32,739,185
May	3,606,427	16,028,800	273,640	13,591,687	33,500,554
June	3,542,304	15,787,009	218,845	12,222,554	31,770,712
TOTAL	$21,768,605	$93,841,931	$2,904,680	$78,794,603	$197,309,819

* In order to maintain continuity and comparability with previously published data, an adjustment factor of 1.817 has been used by PIB in calculating gross network radio time charges for those nighttime network radio programs where ABC Rate Card No. 6 was in effect.

**Revised as of 8/3/55.

Want a "sell-out" audience for your TV dollars? Then, it's time for a quick-change to WJAC-TV, the *1* station with a buying-minded audience in *3* Southwestern Pennsylvania markets! Hooper rates WJAC-TV:

FIRST in Johnstown
(a 2-station market)

SECOND in Pittsburgh
(a 3-station market)

FIRST in Altoona
(a 2-station market)

"Just the ticket" for sure sales is this 1 buy that covers 3 . . .

Ask your KATZ man for full details!

BARNES HEADS CBS NETWORK SHOWS

HOWARD G. BARNES, radio producer-director, has been appointed vice president in charge of network programs for CBS Radio, Arthur Hull Hayes, network president, announced last week. Mr. Barnes replaces Lester Gottlieb, who was recently appointed director of daytime programming for CBS-TV [B•T, July 18].

MR. BARNES

Mr. Barnes was with CBS from 1938 to 1942 as a producer and director. His assignments included *Duffy's Tavern,* broadcasts for the New York Philharmonic Symphony, *We, the People* and the *Columbia Workshop.* He was also the initial producer of *Kay Kyser's Kollege of Musical Knowledge,* a Louis G. Cowan Inc. package.

In 1942, Mr. Barnes joined the Navy and served for 3½ years, writing and producing approximately 30 training films. He was named a vice president in charge of radio-tv for the Dorland Adv. Agency, New York, in 1946.

Mr. Barnes rejoined CBS in 1953 on a special assignment basis to produce *Stage Struck* and later moved to CBS Radio's program department where he was responsible for creation and development of new radio program ideas. Last season he produced *On a Sunday Afternoon* and currently is producer of *The Woolworth Hour* and *The Second Mrs. Burton.*

Early in his career, Mr. Barnes was an announcer at WJR Detroit and WIP Philadelphia and a writer for the *New York World Telegram.*

CBS-TV Names Cowan; No Change in Cowan Firm

APPOINTMENT of Louis G. Cowan, creator of *The $64,000 Question* on CBS-TV, as a producer for that network, effective Aug. 15, was announced last week by Hubbell Robinson Jr., CBS-TV vice president in charge of network programs. Mr. Cowan's production company, Louis G. Cowan Inc., will continue with Harry Fleischman as president and Steve Carlin as executive vice president.

At CBS-TV, Mr. Cowan will be responsible for the creation of new ideas and new programs and will coordinate his activities with the network's executive production staff.

Mr. Cowan's productions, which total more than 50, include *Kay Kyser's Kollege of Musical Knowledge,* the *Quiz Kids,* and the first transcribed disc jockey show, *The Tommy Dorsey Program,* which was heard on four continents.

During World War II, Mr. Cowan was chief of the New York office of the overseas branch of Office of War Information, and later formed his own production company. He also was the originator of *Stop the Music,* radio quiz program.

Eastern Conference, NBC Set 5-Game Fall Grid Slate

ANNOUNCEMENT of a five-game schedule of eastern regional football telecasts was made last week by Asa Bushnell, commissioner of the Eastern College Athletic Conference, and Thomas S. Gallery, sports director of NBC. NBC-TV also will carry eight other contests on an exclusive national basis.

The Eastern regional schedule includes: Syracuse-Pittsburgh at Syracuse, Sept. 24; Boston College-Villanova at Boston, Oct. 8; Cornell-Princeton at Ithaca, N. Y., Oct. 22; Pennsylvania-Notre Dame at Philadelphia, Nov. 5, and Columbia-Navy at New York, Nov. 12.

The series is restricted to NCAA Districts 1 and 2, including Maine, Vermont, New York, New Hampshire, Massachusetts, Rhode Island, Connecticut, Pennsylvania, New Jersey, Delaware and West Virginia. The network also will telecast the Notre Dame-Southern Methodist game in District 4 on Sept. 24. This district includes Ohio, Michigan, Indiana, Wisconsin, Minnesota, Illinois and Iowa.

ABC Names Publicists

ADDITION of Christie Barter, Joe Weston and Stan Morris to the publicity staffs of ABC in New York and Hollywood was announced last week by Gene Accas, ABC director of advertising, promotion and publicity.

Mr. Barter, who has been named assistant photo editor in New York, has been an assistant editor of *Musical America* magazine for the past three years. Mr. Weston, most recently advertising and publicity director of Mattel Inc., has been appointed a member of the network's newly created exploitation unit in Hollywood. Mr. Morris, who has been with the publicity departments of Universal and Eagle-Lion, has been assigned to Hollywood as a publicity writer.

ABC-TV ADDS FOUR AFFILIATES

FOUR more stations have joined ABC-TV, it was announced last week by the network.

The 217th ABC-TV affiliate—WHBQ-TV Memphis—was announced last Thursday by Ernest Lee Jahncke, vice president and assistant to the president of ABC. Earlier in the week Alfred R. Beckman, director of station relations for ABC-TV, had announced affiliation of KWTV (TV) Oklahoma City, KLRJ-TV Las Vegas and WIRI (TV) Plattsburg, N. Y.

WHBQ-TV (ch. 13) is owned and operated by General Teleradio Inc. with John Cleghorn as general manager. Affiliation is effective Sept. 1. KWTV (TV) (ch. 9) is licensed to the Oklahoma Television Corp., of which Edgar T. Bell is general manager, and affiliation is effective immediately. KWTV will continue as the primary CBS-TV affiliate in that city. KLRJ-TV (ch. 2), licensed to the Southwestern Publishing Co., of which Robert Gardner is general manager, starts Aug. 15. WIRI (TV) (ch. 5) is licensed to Great Northern Television Co., of which Carl Stohn is general manager. Affiliation is effective Aug. 15.

AFFILIATION of WHBQ-TV Memphis, Tenn., with ABC-TV was announced last week by Ernest Lee Jahncke Jr. (r), vice president and assistant to the president of ABC. John Cleghorn (c) is general manager of the WHBQ Div. At left is John Poore, General Teleradio executive vice president.

CBS-TV Promotes Kane

APPOINTMENT of James J. Kane, associated with CBS since 1934, as director of press information, Hollywood, was announced last week by Charles Oppenheim, director of information services of CBS-TV.

Mr. Kane, who has been trade publicity manager for CBS-TV in New York for the past several years, succeeds Ted Wick, who will handle the special projects unit of the press information dept. in Hollywood.

NETWORK PEOPLE

Ethel Frank, co-story editor, NBC-TV *Cameo Theatre* and *Hallmark Hall of Fame,* appointed supervising producer in charge of all editorial activities for *Matinee,* upcoming NBC-TV hour color drama show, headquartering in N. Y.

John R. Overall, eastern sales manager, CBS Radio, to sales staff, NBC-TV.

GATES
HI-WATTER SERIES
MORE WATTS PER DOLLAR INVESTMENT
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

PROFESSIONAL SERVICES

Tv-Electronics Fund Hits Six-Months High

SALES of shares in Television-Electronics Fund, mutual fund organization headquartered in Chicago, hit $29,225,215 for the first half of 1955, representing a 218% boost over a similar period last year, TEF has reported.

According to a report by Chester D. Tripp, vice president, sales of shares during June also set a new record for the six-year-old organization. The $29 million-plus figure compared to $9,185,903 for the first six months of 1954.

Karas-White Assoc. Formed As Advertising Consultancy

FORMATION of Karas-White Assoc., South Lee and Durham, N. H., has been announced by Prof. Jonathan Karas of the U. of New Hampshire and Andrew J. White, director of Motor Vehicle Research Inc.

The firm will serve as a consultant group, adapting science and engineering to advertising. At its office and laboratories complete recording and filming facilities are available, including sound-on-film, ultra high speed motion picture studies, time-lapse photography, microscopic and telescopic sequences, x-ray and polarized light and diffraction analyses as well as other types of related services.

Bailey Re-elected J&B Head

STUART L. BAILEY was re-elected president of the Washington consulting engineering firm of Jansky & Bailey, C. M. Jansky, chairman, has announced. Delmer C. Ports was elected vice president and continues as chief engineer. Harold D. Kube is secretary-treasurer. Jansky & Bailey celebrates its 25th anniversary in September.

Kal Ross Organizes Firm

FORMATION of Kal Ross-Universal Co., New York, personal management concern, has been announced by Kal Ross, formerly station manager, WCAN-TV Milwaukee. Offices are at 250 W. 57th St. Associated with Mr. Ross is Dick Zalud, formerly head of his own personal management firm in Hollywood.

PROFESSIONAL SERVICE PEOPLE

Andrew Mashberg, formerly with Rogers & Cowan, N. Y., to Edward L. Greenfield & Co. (public relations), N. Y., as partner, plans board member and new business relations director.

Gene L. Coon, former CBS news editor, to Burns W. Lee-Patrick O'Rourke Inc. (public relations), L. A., as radio-tv publicity manager; **Helen R. Skare,** formerly with *Los Angeles Herald & Express,* to Lee-O'Rourke writing staff.

Michael Bruno, Parade Publication Inc., N. Y., and **Murray Luck,** Topics Publishing Co., N. Y., to Bosh Stack Assoc. (public relations), N. Y., as account executives.

Steve Schickel, formerly with *Billboard,* opens public relations office, 430 N. Michigan Ave., Chicago; Tel.: Whitehall 4-3540.

Herbert H. Rozoff, former International News Service correspondent, to editorial staff, Daniel J. Edelman & Assoc. (public relations), Chicago.

PROGRAM SERVICES

Olmsted Using New Method For Radio-Tv Commercials

OLMSTED SOUND STUDIOS Inc., New York, has announced that Olmsta-Sound, a newly-perfected recording method for commercial tape, will be used for all recording of radio and tv commercials for agency accounts. The method, according to Richard Olmsted, vice president and chief engineer, "guarantees the highest possible fidelity yet achieved in commercial recording."

Mr. Olmsted said that Olmsta-Sound was evolved at a cost of almost $1 million, and includes such features as Austrian microphones and special method of sound-conditioning.

INS Facsimile Machine Installed for WRCA-TV

INTERNATIONAL News Facsimile machine was installed last week at WRCA-TV New York to service all programs with news pictures from around the world. When the news stories permit, the machine will transmit on-the-scene audio reports on broadcast tape along with the picture, Bill Berns, news and special events director of WRCA-AM-TV, reported.

The facsimile service was officially launched Aug. 4 on *Jinx's Diary,* 2:30-3 p.m., with an interview with Seymour Berkson, general manager of International News Service and International News Photos, who explained the operation of the machine.

It will transmit pictures in a size that will allow the tv camera to telecast the pictures directly from the machine. In addition, a duplicate of each picture also is sent in the dimensions required for a telop. Approximately 75 pictures daily will be sent through the facsimile machine, which will operate Monday through Saturday, 8 a.m.-12 midnight.

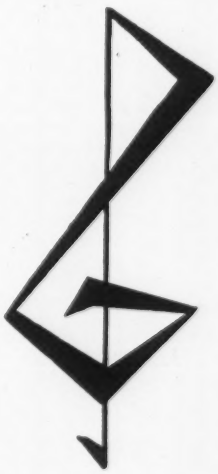
AN EPISODE for RCA Thesaurus' *The Grantland Rice Story* is cut by ring great Jack Dempsey (l) with program host Jimmy Powers. The new series is based on material from the late sports writer's autobiography, "The Tumult and the Shouting." [See IN REVIEW, B•T, July 25.]

Telenews Series Released

RELEASE of the first six films in a new series of reports on politically sensitive areas of the world has been announced by Norman S. Livingston, executive vice president of Telenews Film Corp., New York. First films cover North Africa situation, examining both sides of the current struggle. A staff of Telenews researchers, reporters and camera crews spent months covering the area from Agadir, Morocco, to Gobes, Tunisia, to complete the documented reports.

THE BEST MUSIC IN AMERICA

a repertory of distinction



and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

REPRESENTATIVES of Frederic W. Ziv Co. get together to plan the campaign to promote the nationwide sales drive for the *Dorothy & Dick Show*, half-hour, five-day-a-week, 52-week transcribed radio program, which will be made available to advertisers on a spot, participation or across-the-board basis. L to r: Emily Vetter, Sid Freeman, Bill Warner, N. L. Rogers, Bill Pennell, Harry Colson and Alvin Unger, vice president in charge of sales.

Protestant Radio-Tv Center Offers Religious Music Films

THE Protestant Radio & Tv Center, Atlanta, Ga., is making libraries of religious music on film available to tv stations under the center's registered trade mark, Hymscriptions, Dr. John M. Alexander, president, has announced.

The first section of the libraries, which is being offered to tv stations on a two-month trial basis, has been completed. It is made up of 20 two-minute films which feature, in addition to familiar hymns, the Doxology, Gloria Patri and benedictions, all sung by members of the center's Fellowship Quartet.

During each successive month 20 more films will be made and will be sent to stations desiring to build up a Hymscription library. This plan is the center's first large scale undertaking in tv programming, with plans to increase operations after completion of its $250,000 campaign, of which $175,000 is earmarked for construction of tv production facilities.

Films, which are available in either black-and-white or color, are produced on a cooperative, non-profit basis, with costs subsidized by the denominations owning the center—Presbyterian, U.S.; Presbyterian U.S.A.; Methodist; Protestant Episcopal, and United Lutheran.

PROGRAM SERVICE PEOPLE

Jack Smothers, formerly writer-editor, U. S. government, Germany, to editorial dept., Capitol Records, Hollywood, as editorial assistant to director; **Harry R. Talan,** formerly attorney, U. S. Justice Dept., to Capitol legal staff.

PROGRAM SERVICE SHORTS

U. of Indiana Radio & Tv Service, Bloomington, has produced and made available to stations without charge 13 half-hour program series dealing with electric lines, city transit systems and other transportation agencies of Indiana.

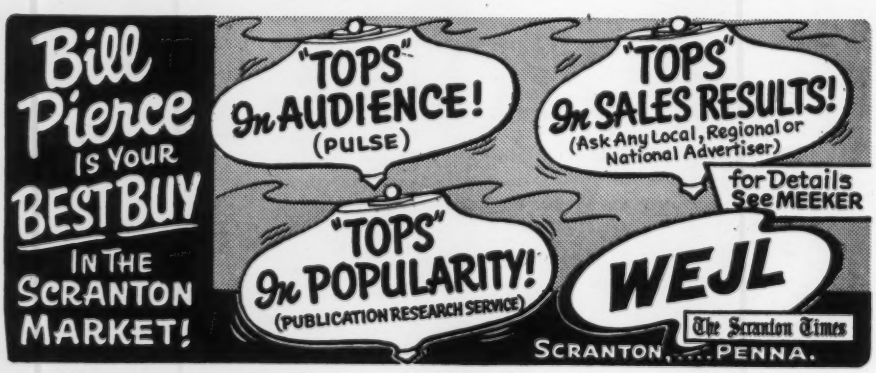
Song Ads Inc. (singing commercials), Hollywood, opens Chicago office at 333 N. Michigan Ave. under management of Rex Gay, representative of feature film syndicators.

Lutheran Broadcasting Center, 422 S. 5th St., Minneapolis, has available *The Church at Work,* 14½-minute recorded series offered free to stations on sustaining basis, or with approved local sponsorship.

Audio Fair Publishers, N. Y., has announced October publication of *Audio Fair . . . Hi-Fi, Why, What & Where to Buy,* 150-page hi-fi directory and buyers' guide. Price: $1.

McKee Productions formed by S. Wesley McKee, formerly producer-director, Young & Rubicam, N. Y., to provide special sales and documentary presentations for business, industry, associations and other groups. Associated is Charles L. Mathewson, formerly with RCA Exhibition Hall, as associate manager.

U. S. Marine Corps will release 13-week series, *The Ray Anthony Show,* to radio stations first week in September. Recorded program features 17-piece band of Ray Anthony, plus talent including singers Peggy King and Tommy Mercer and announcer George Fenneman.



7 MILLION RADIOS PRODUCED JAN.-JUNE

RADIO SET production for the first six months of 1955 was over 44% above the same 1954 period, according to Radio-Electronics-Tv Mfrs. Assn. Tv output increased over 34% in the same period.

Set makers turned out a total of 7,058,889 receivers, well over a million a month, in the half-year. Auto and clock radios reached seasonal peaks in June. The six-month radio figure compared with 4,886,559 in the first half of 1954.

The June (five-week month) total of 1,204,935 sets was compared with 1,114,035 in May and 837,655 in June 1954. Radios with fm tuners totaled 9,106 sets in June, with 506 tv sets having fm radio tuners.

Tv set output totaled 589,973 sets in June compared to 467,394 in May and 544,142 in June 1954. The 1955 half-year tv total was 3,828,793 tv sets compared to 2,845,147 in the same 1954 half-year. Of the June tv sets, 59,892 (10%) were equipped with uhf tuners at the factory.

Following are radio and tv set production figures by months for the first six months of 1955:

	Television	Home Sets	Portable
Jan.	654,582	280,121	47,301
Feb.	702,514	232,831	109,120
March (5 wks.)	831,156	300,840	233,465
April	583,174	193,431	245,866
May	467,394	161,357	258,701
June (5 wks.)	589,973	181,930	235,833
Total	3,828,793	1,350,510	1,170,288

	Auto	Clock	Total Radios
Jan.	573,837	166,885	1,068,148
Feb.	597,742	150,031	1,089,724
March (5 wks.)	774,025	173,944	1,482,274
April	567,876	72,602	1,099,775
May	563,369	130,608	1,114,038
June (5 wks.)	584,567	182,605	1,204,935
Total	3,661,416	876,675	7,058,889

Motorola First-Half Sales Reach $93.2 Million Mark

MOTOROLA net sales of general communications products—home, portable, auto and clock radios, tv receivers and two-way radios—reached $93.2 million for the first half of 1955, the firm announced Wednesday in a report to stockholders.

Paul V. Galvin, Motorola president, reported an overall increase of 54% in radio sales for the second quarter, including a considerable boost in auto set units.

First-half earnings were placed at $2,945,001, compared to $2,858,301 the first six months of 1954, while the sales for that period were up over last year's $92,465,210. Second quarter sales were $41,414,940 against $44,458,410 in 1954.

Greene, Maddox Promoted In GE Radio-Tv Changes

EXECUTIVE realignment in the manufacturing section of General Electric Co.'s radio-tv department in Syracuse, N. Y., was announced last week by Herbert Riegelman, department general manager.

Franklin Green Jr., formerly manager of the department's Bleaker Street radio plant at Utica, N. Y., has been named manager of television manufacturing for the radio-tv department, headquartering in Syracuse.

William N. Maddox, manager of the department's Auburn, N. Y., plant, has been appointed manager of radio manufacturing with offices in Utica. Mr. Maddox has been with GE since 1936. He held a number of positions in manu-

facturing in the receiver division at Bridgeport, Conn., until 1947 when he moved to Utica as plant manager. He transferred to the Auburn plant in 1951. Mr. Green joined GE in 1942 at Bridgeport and transferred to Syracuse five years later when the company's radio-tv manufacturing department was established. In 1951 he was appointed manager of the radio plant at Utica.

Simon, D. C. Distributor, Succumbs to Heart Condition

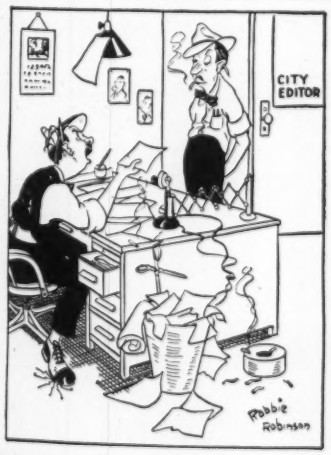
JAMES H. SIMON, 50, president of Simon Distributing Corp. (Zenith, General Electric, Hotpoint) and Washington, D. C., civic leader, died Wednesday night of a heart condition. He had been in the distributing business since 1930 and operated one of Washington's largest business enterprises. During World War II Mr. Simon was price administrator for 17 major industries. During the Korean emergency he was civilian chairman of a task group for the radio-tv and household appliances industry. He was active in charitable affairs and was a past president of Woodmont Country Club as well as 32d degree Mason and member of National Press Club, Variety Club, Advertising Club and other organizations. Funeral services were held Sunday with interment in Washington Hebrew Cemetery. Surviving are his wife and three sons; his mother, Mrs. Louis Simon, of Washington, and a sister, Mrs. Meryle S. Ruckeyser, of New Rochelle, N. Y.

Zenith Profits Rise 142% For First Six Months of '55

A PROFIT increase of 142% and sales boost of 26% for the first six months of 1955 over a similar period last year were reported by Zenith Radio Corp. July 31, along with a record high in sales of tv receivers.

According to a financial report signed by E. F. McDonald Jr., Zenith president, net consolidated profits for the firm and its subsidiaries amounted to $3,126,061, or $6.35 per share, after depreciation, reserves, and excises and income taxes for the first half of this year. Profits for last year's first six months were $1,288,246.

Profits were up 128%, consolidated sales 14% and unit tv sales 52% for the last three months over that period in 1954.



"Never mind what KRIZ Phoenix says about the weather—my corn says it might be a tornado!"

New Tape Recorder Mikes

AMERICAN Microphone Co. of Pasadena, Calif., has announced a new series of low cost, high quality tape recorder microphones that are small in size and weigh only two ounces. They are available in either shielded crystal or ceramic elements. The crystal type has a response of 100 to 7,000 cycles and an output of minus 55 db, while the ceramic model has a response of 100 to 6,000 cycles and an output of minus 62 db. Both are omni-directional and are available in either gray or beige. American Microphone has become an affiliate of the Elgin National Watch Co., American said.

MANUFACTURING SHORTS

Spellman Television Co., N. Y., is producing regulated continuously variable 20-40 KV DC power supply designed for use with 5AZP4 and 5TP4 projection tubes and flying spot types. Model RG-40, unit has positive polarity output with negative ground. Regulated focus is 4-8.5 KV. High voltage connections are provided through plug-in connectors.

S.O.S. Cineman Supply Corp., N. Y., has put on market new 16mm viewer, S.O.S. 16mm Action Viewer, which projects large "aerial" image 3-in. x 4-in., according to company. Firm claims viewer will enable editors, tv technicians, lab workers and animators to run originals as well as prints without worry of film scratches or damage to sprocket holes.

RCA Service Co., government service dept., Camden, has announced publication of "Point-to-Point Radio Relay Systems—44mc to 1300mc," new 226-page service manual on wave propagation and other aspects of vhf and microwave radio relay systems, available from company at $2 per copy.

MANUFACTURING PEOPLE

Gordon Dean, former chairman, U. S. Atomic Energy Commission, and consultant to CBS Radio on three documentary reports being presented on atomic energy, elected senior vice president, nuclear energy, General Dynamics Corp., N. Y.

Stanley Kempner to tv-radio div., Westinghouse Electric Corp., Metuchen, N. J., as public relations manager.

Dr. Benjamin H. Alexander, formerly engineering manager in charge of semiconductors, Sylvania Electric Products Inc., N. Y., appointed semiconductor operations manager, CBS-Hytron, located at Lowell, Mass., plant; **Leo E. Dwork** named Lowell semiconductor plant chief engineer.

John T. Hickey appointed general manager, new Phoenix, Ariz., transistor plant, Motorola Inc., Chicago; **Dr. Virgil E. Bottom** named plant research and development director; **Edmund Shower** named plant production manager; **John P. Wirtz,** formerly assistant advertising manager, Montgomery Ward & Co. (major appliances div.), Chicago, to Motorola, same city, as copywriter.

George M. Hakim, former advertising director, Hoffman Electronics Corp., L. A., to Allen B. DuMont Labs, Clifton, N. J., as west coast tv receiver sales div. regional manager.

Kenneth B. Bryden, research and financial controls manager, RCA Tube Div., Harrison, N. J., appointed government coordination and services manager.

AWARDS

Arthur Godfrey, CBS, awarded the Air Force's Exceptional Civilian Service Award Thursday. Presentation made by Air Secretary Harold E. Talbott for "exceptional service to military aviation in general and to the Dept. of the Air Force in particular."

KFAB Omaha honored by Continental Air Defense Command for voluntary services in support of air defense of U. S.

Fred Walker, publicity director, WPTZ (TV) Philadelphia, and formerly public affairs director, WTTM Trenton, N. J., presented award from WTTM Community Program Committee, group of over 50 Delaware Valley citizens working with WTTM to provide better programs, "in recognition of his years of faithful service to this committee and WTTM."

Bryson Rash, news commentator, WMAL-TV Washington, presented citation as "1955 News Commentator of Distinction" from District of Columbia Building & Loan League.

WJAS Pittsburgh commended by Pennsylvania Federation of Music Clubs for "efforts in bringing good music" to listeners.

Don Searle, vice president and general manager, KOA-AM-TV Denver, presented plaque from North Park Hospital Assn., Walden, Colo., for service rendered "in assisting toward the building of the North Park Memorial Hospital . . ."

WXEL (TV) Cleveland presented citation from Federal Civil Defense Administration for contributing to success of nationwide campaign to distribute official CD identification tags, conducted in conjunction with Pet Milk Co.

Connie Cook, home service director, WOW-TV Omaha, Neb., presented $50 as second-place

Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

winner in Kellogg Co.'s "Kay Kellogg's Recipe Roundup Contest" for professional home economists.

L. E. Best Co., Sacramento, Calif.; **J. J. Enevoldsen,** Canton, Ohio; **D. E. Fette,** Omaha, Neb., and **M. W. Perkins,** Miami, all branches of RCA Service Co., presented President's Cup, awarded annually by Frank M. Folsom, RCA president, to members of tv service industry for promptness, quality, service and prices in installing and maintaining tv sets in U. S.

Paul Shoaf, account executive, KBIF Fresno, Calif., presented award from Central Valley Empire Assn. as one of area's outstanding salesmen of year.

Arthur C. King, production manager, WEEI Boston, presented citation from United Cerebral Palsy Assn. for 1955 fund drive and also given citation from Massachusetts Div. of American Cancer Society for personal service.

WIS-TV Columbia, S. C., presented with reproduction of National Safety Council award given Columbia as safest city in its population category, for cooperation in helping Columbia earn award.

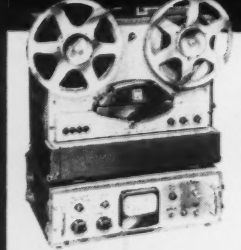
John Raleigh, news director, KYW Philadelphia, presented distinguished service award from American Heritage Foundation for "notable public service in aiding the Crusade for Freedom."

Rheingold Brewing Co., L. A., sponsors of *Fandango Rheingold* on KNXT (TV) Los Angeles, presented award from L. A. Veterans of Foreign Wars Post 4696 for creating "better inter-racial understanding among the people of California" in presenting *Fandango.*

Magnecord
TAPE RECORDERS

the choice of professionals

More Magnecord tape recorders are found as standard equipment in professional broadcast and recording installations than any other — all over the world! Call, write or wire for complete information and specifications on the complete Magnecord professional line. There is no finer, more dependable equipment!



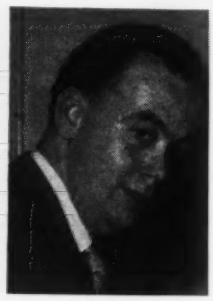
M90-AC Magnecord Tape recorder. Rack, Console — or Portable mounting as shown.

Magnecord, inc.
1101 SOUTH KILBOURN AVENUE, DEPT. BT
CHICAGO 24, ILLINOIS

TOWERS CLAIMS BRITISH INURED TO COMMERCIALS

Associated Broadcasting Co. director hits belief held by some U. S. advertisers that British are traditionally opposed to commercials.

THE BRITISH constitute a receptive audience for television commercials because they have been exposed for many years to filmed announcements in motion picture theatres, as well as commercials from Radio Luxembourg. This commentary was provided in an interview by B•T last week with Harry Alan Towers, head of Towers of London Ltd. and director of Associated Broadcasting Co., program contractor for the London and Birmingham tv outlets.



MR. TOWERS

Mr. Towers offered this observation to help dispel a misconception which he said is held by some U. S. advertisers — that is, that the British traditionally are opposed to commercials. He said theatre film commercial business amounts to several billion pounds a year.

Mr. Towers explained that in theatres of all the major circuits there are filmed advertisements running from four to five minutes. As is envisaged for commercial tv in Great Britain, Mr. Towers continued, the announcements are presented one after the other between the feature films. He noted that major advertisers have been running color commercials in the theatres for several years.

More than 90% of the commercials on British tv will be on film, according to Mr. Towers. He said that this is "a saftey precaution," because the industry has had no experience with live presentation of commercials.

Mr. Towers offered the opinion that British commercials will not differ substantially from their American counterparts, except that they will stress "soft sell." He is convinced that American tv advertising will not influence its British prototype because U. S. agencies in London are staffed almost completely with British personnel.

Mr. Towers was in New York last week on business for his own company and for Associated Broadcasting Co. On behalf of Associated he has arranged to place CBS-TV's *I Love Lucy,* NBC-TV's *Roy Rogers Show* and Screen Gems' *Ford Theatre* on British commercial tv. For Towers of London, he has negotiated for the U. S. syndication of *Adventures of the Scarlet Pimpernel* by Official Films Co., New York, and of *Theatre,* starring Lili Palmer, by National Telefilm Assoc., New York.

AUSSIE John Clemenger (l) of John Clemenger Pty. Ltd., Melbourne ad agency, chats at a Cleveland luncheon for admen and station personnel with (l to r) James C. Hanrahan, WEWS (TV) general manager; Bruce Stauderman, radio-tv director, Meldrum & Fewsmith agency, and Ben Wickham, WXEL (TV) general executive. Mr. Clemenger is spending a month at WEWS as part of a round-the-world survey of television methods in preparation for tv in Australia.

Problem of Money for CBC Sparks Parliamentary Probe

INVESTIGATION of finances and financial support of the government-owned Canadian Broadcasting Corp. is expected to start early this fall with appointment soon of a House of Commons committee. Television and the requirements of the CBC under the Canadian Broadcasting Act to provide Canadian programs with Canadian talent have pushed the costs of the CBC far beyond its foreseeable revenue from government grants, independents station transmitter license fees, commercial programs and the 15% excise tax on radio and tv receiver equipment.

While the CBC has had surpluses the past two years, it anticipates a deficit of perhaps $10 million this fiscal year because of increased tv program costs and declining excise tax revenue as the bulk of urban areas near saturation with tv receivers and as costs of receivers come down.

The recent Canadian Parliamentary Committee on Broadcasting issued a minority report which pointed out that CBC expenditures have been mounting at an alarming rate, from $11½ million in 1952 to $29 million in the fiscal year ended March 31, 1955, which marked the end of 2½ years of Canadian tv. In the current fiscal year the minority report estimated the CBC would spend over $42 million.

Swiss Vote Tv Funds

SWISS Parliament voted 117 to 8 in favor of continued government financing of the Swiss Tv Service with the latter receiving the equivalent of about $3 million as compensation for operating and construction costs for coming two years. A proposal to introduce commercial television in Switzerland was defeated, but it will probably be brought up again two years from now when Swiss tv again will have to turn to the Parliament for more money.

Fm Booms in Austria

THERE are now more than 300,000 fm-vhf radio sets in operation in Austria with fm-vhf broadcasting in Austria just two years old. Austrian experts expect that all radio broadcasting in the country may be shifted to vhf bands as the medium wave band gets more and more crowded.

Canada Surveying Advertising

A SURVEY of radio and tv advertising in Canada is being made by the Dominion Bureau of Statistics, Ottawa, and will be added to other surveys of advertising made by this government department. When compiled later this year, this report will, for the first time, give a complete picture of advertising in Canada. Arrangement to have radio and television stations covered in the survey was made by T. J. Allard, executive vice president of the Canadian Assn. of Radio & Television Broadcasters. Canadian stations have received Dominion Bureau of Statistics questionnaires on the use and quantity of advertising on their stations.

Pioneers Club Names Seven

SEVEN more members have been named to the Pioneer Club of the Canadian Assn. of Radio & Television Broadcasters. Membership is now closed at 44. The new members are W. H. Allen, chief engineer, CKTB St. Catherines, Ont.; W. T. Cruickshank, president, CKNX-AM-TV Wingham, Ont.; A. N. Goodwin; A. W. Hooper, chief engineer, CKRC Winnipeg; J. E. Rogers, vice president, CFRB Toronto; Clifford Sifton, president, CKCK-AM-TV Regina, Sask., and R. McIntyre.

INTERNATIONAL SHORTS

Canadian Marconi, Montreal, last month introduced first portable tv receiver made in Canada. Set has 14-in. tube in cabinet with luggage-type finish. Opening and closing lid automatically switches set on and off. Receiver is designed to fill need for second set in Canadian homes for portable summer use.

Robert Lawrence Productions, N. Y., has opened Canadian branch, Robert Lawrence Productions (Canada) Ltd., at 32 Front St. W., Toronto. John Ross, formerly radio and tv producer, Cockfield Brown & Co. Ltd. (adv.), Montreal, has been named manager. Canadian office for present will serve tv commercials in Canada now produced by parent company in N. Y. for Canadian companies.

CKBC Bathurst, N. B., and **CKOT** Tillsonburg, Ont., have joined Canadian Assn. of Radio & Tv Broadcasters.

INTERNATIONAL PEOPLE

Bill Cameron, assistant news director, CFQC Saskatoon, Sask., named news service director, succeeding **Godfrey Hudson.**

Reid McLeod to CHUB Nanaimo, B. C., as publicity director.

J. Peter Koop, reporter-cameraman, news staff, WCCO-TV Minneapolis-St. Paul, appointed U. S. Information Agency assistant public information officer, Cambodia, southeast Asia.

PULSE Proves
WILK
Wilkes-Barre
Penna.
the front-running radio station reaching more than a Quarter Million radio homes.
Call Avery-Knodel, Inc.

Commercial Outlets Pledge KUHT (TV) Aid

THREE Houston area commercial television stations each have pledged $10,000 to the U. of Houston to aid the university's educational station, KUHT (TV). The contributions, made by KGUL-TV Galveston and KPRC-TV and KTRK-TV Houston, will become effective with the academic year beginning in September.

In accepting the donations, Gen. A. D. Bruce, president of the university, said, "We are delighted that the commercial tv stations in this area have recognized the importance of what we are trying to do in educational tv." He said that the financial support will help KUHT accomplish its objectives in the expanding educational tv field.

KUHT, on ch. 8, is licensed to the university and the Houston Independent School District with the university designated as operating agent. The station went on the air in May 1953 and now programs about 40 hours per week, offering from seven to 10 telecourses for college credit or homestudy each semester.

WSM Names Three Winners Of Tv Workshop Scholarships

WSM Nashville has announced the three winners of $100 scholarships it offered for the second annual WSM-Peabody Television Workshop.

They are Duane C. Hill, producer-director of KSL-TV Salt Lake City, Utah, for directing three educational programs in conjunction with educational institutions; Ralph C. Wood, chairman of the educational program board of WGLV (TV) Easton, Pa., who has his own program combining German instruction and entertainment, and Robert J. Van Abel, producer-director of WBAY-TV Green Bay, Wis., for his work on the *Panorama Series*.

The workshop is designed to instruct teachers and those in related activities in the effective use of television and radio for educational purposes. It is held at Peabody College in Nashville. The current workshop started last Monday and runs through Friday.

Educational Tv Workshop Begins at Michigan State

STUDENTS and teachers from Michigan and seven other states have convened at East Lansing, Mich., for a 19-day tv workshop conducted by Michigan State College.

WKAR-TV, MSC's educational station, will play host with facilities for sessions in station management, programming and production under Dr. Armand Hunter, director of the station, and Dr. Robert P. Crawford, director of radio-tv education. Workshop members will carry program ideas into actual production, with the best presentation to appear on WKAR-TV's variety program, *Here*.

Educ. Workshop Scholarships

THE National Assn. of Educational Broadcasters has announced that 85 men and women in the educational tv field will attend summer courses and workshops on tv at various colleges through fellowships and scholarships granted by NAEB. Thirty producers of educational programs have been awarded grants for the third NAEB educational tv production workshop to be held at the U. of Iowa Aug. 14-Sept. 3.

EDUCATION SHORT

Phila. Board of Education's Summer Radio & Tv Workshop was conducted two weeks ago in studios of WPTZ (TV) there.

EDUCATION PEOPLE

Clement E. La Fond, formerly engineering instruction chief, radio-tv dept., U. of Houston, appointed chief engineer, Memphis Community Tv Foundation, applicant for Memphis educational ch. 10.

Norman Michie, WHA Madison, Wis., U. of Wis. outlet, appointed program coordinator, State Radio Council, succeeding **De Alton Neher,** resigned; **Professor Edgar B. Gordon,** 80, for 24 years conductor of Wisconsin School of the Air's *Journeys in Music Land*, WHA, retires.

William Tacey, acting radio-tv director, U. of Pittsburgh, appointed radio-tv director.

Ray N. Doyle, former public relations director, San Francisco State College, appointed S. F. State radio-tv director; **David Parker,** formerly with NBC-TV Chicago, appointed to faculty to develop tv curriculum; **Lyle M. Nelson,** assistant to president, Educational Tv & Radio Center, Ann Arbor, Mich., appointed assistant to S. F. State president and public relations director.

Dr. Bruce A. Linton appointed radio-tv training and operations coordinator, U. of Kansas.

Chalmers Marquis, director, WBBM-TV Chicago, and John R. Kirk, director, International Society for General Semantics, to WTTW (TV) Chicago, forthcoming educational station, as producer-directors.

THE QUAD-CITIES
ROCK ISLAND • MOLINE • EAST MOLINE, ILL. • DAVENPORT, IA.
NOW
¼ MILLION
PEOPLE
According to Sales Management's Survey of Buying Power (May 10, 1955) the Quad-Cities now have 250,200 people with an Effective Buying Income of $5843 per family or $1794 per capita. Cover this rich 450 million dollar market with WHBF radio or TV—the Quad-Cities' favorites.
CBS FOR THE

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

WDAF FARM SHOWS

WITH the appointment of Paul Vogel as farm director, WDAF Kansas City has announced the addition of two new farm programs to its schedule, *Morning Farm Digest* and *Noon Farm Digest*, effective last fortnight. Both shows, aired 6 to 7:30 a.m. and 12 noon to 1 p.m. respectively, are written, produced and directed by Mr. Vogel. Owner of his own farm, he brings to the station a background of personal agricultural experience and farm-radio reporting. Formerly news and farm director of KWOS Jefferson City, Mo., Mr. Vogel is a member of the National Assn. of Radio & Tv Farm Directors.

KMYR BASEBALL CONTEST

KMYR Denver, Colo., offered an expense-paid trip to Kansas City to watch a four-game series between the Kansas City A's and the New York Yankees to the listener who came closest to guessing the attendance at the A's-Baltimore Oriole doubleheader July 14. A Denver man who was only seven off the actual attendance count was winner. KMYR donated a second set of tickets so the winner's son could attend also. An interesting sidelight was the fact that 27.4% of the contestants were women.

QUEEN OF POULTRY

WEJL Scranton, Pa., last month aired a contest to select a poultry queen for northeastern Pennsylvania, held in Tunkhannock, Pa. Bill Pierce, promotion director of WEJL, was master of ceremonies, assisted by Hugh Connor, program manager of the station.

BMI

Television Sketchbook

(A Program Aid)

Timely and practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion.

The very latest song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety programs or as scene-setting segments.

There are dozens of ways in which you can adapt the BMI Sketchbook to advantage.

A Monthly BMI TV Service

BROADCAST MUSIC, INC.

589 FIFTH AVE. NEW YORK 17 N.Y.

NEW YORK · CHICAGO · HOLLYWOOD · TORONTO · MONTREAL

"THE NEW DOMINION," presentation prepared by CBS Radio Spot Sales on the WRVA Richmond, Va., market, is delivered to BBDO executives by Don Miller (2d from l), director of special presentations. L to r: Ted Wallower, BBDO timebuyer; Mr. Miller; Art Berla, head spot radio and tv timebuyer for the agency; Robert M. Dooley, CBS Radio Spot Sales account executive, and Trowbridge Elliman, BBDO timebuyer.

FROM THE BEACH

DISC JOCKEYS Pete Ward and Bill Varney of WCCM Lawrence, Mass., are conducting their shows from Salisbury Beach, Mass., in a combined promotion of the station and the beach. In cooperation with the Salisbury Beach Business Merchants, a large booth was installed at the edge of the beach to house WCCM's remote studio. The entire shows of Messrs. Ward and Varney are aired from the booth with cut-ins for newscasts and special events only. Interviews with area merchants, tourists and recording stars are featured.

DEAD TIMEBUYERS

CARTOON of a prostrate timebuyer accompanied by copy stating "this timebuyer was talked to death" is being sent to agency timebuyers by KFDA-AM-TV Amarillo, Tex., as an illustration of what won't happen when the recipient does business with those stations. A covering letter explains that KFDA-AM-TV allow the facts to speak for themselves. Special features offered by the stations are listed for the reader.

PAUL DIXON DAY

WLWT (TV) Cincinnati conducted a "Paul Dixon Day" at the city's Coney Island amusement park last month, featuring the station personality. A crowd of 24,761 attended the event which included a 90-minute tv remote from the park's Moonlite Gardens. Thousands of dollars worth of prizes were given away to visitors, WLWT says, with the top prize a Pontiac Catalina. All children who attended were given tickets for free rides.

MINIATURE TRAIN

KTTV (TV) Los Angeles has distributed a miniature train to promote the additional programming of *Stories of the Century* on Wednesday evenings, also seen Sunday nights. The format of the show involves the adventures of a railroad detective.

EARWITNESS ACCOUNT

KCBS San Francisco gave listeners what it terms an "earwitness" account of a failing Air Force plane which limped into nearby Hamilton Air Force Base with two engines out and two others failing. KCBS newsman Don Mozley tuned in via shortwave on the plane's radio frequency and the pilot's commentary. After receiving AF permission to use the material as it came in, he recorded the voice of the plane's commander expressing concern over the remaining engines and announcing his decision to land at Hamilton instead of the scheduled Travis AFB. The tapes were used as frequent bulletins until the plane "just made" its landing, blowing two tires in the process. The tapes also were used on Mr. Mozley's news show and later aired on CBS network programs.

BROTHER GEORGE

BROTHER GEORGE personally delivered the opening commercial of the First Federal Savings & Loan Assn. of Miami on the *Liberace* show over WTVJ (TV) there when he was in town last month. George made a series of personal appearances at the main and branch offices of the association and capped his visit with the tv appearance July 14.

WJAR-TV WEATHER BILLBOARD

A LARGE BILLBOARD in downtown Worcester, Mass., reminds viewers to tune to WJAR-TV in nearby Providence, R. I., to get "tomorrow's Worcester weather tonight."

CABLE TO IKE

FOR the "summit talks" of President Eisenhower, WFOB Fostoria, Ohio, solicited the signatures of listeners for a cablegram to the President expressing "prayers and best wishes." With only a few hours available to promote the idea, the station says it received over 330 names from northwestern Ohio and out of state points bordering Ohio. The cablegram measured 90 inches and cost $208 at 25¢ per word. Mention of the cable was made in the hometown paper, *Cleveland Plain Dealer*, *Toledo Blade* and surrounding weeklies, WFOB reports.

CHIEFS-OF-STATE ON MBS

NEW FEATURE on Hardy Burt's weekly *State of the Nation* broadcasts this fall on MBS will be a series of interviews with the chiefs-of-state of European countries. First such interview is scheduled with Generalissimo Franco of Spain. In addition to these half-hour news interviews, in which American foreign correspondents will participate in each country, Mr. Burt will serve as a roving commentator on the European scene for the MBS news department. He also will write a weekly "Letter From Europe" for a national newspaper syndicate.

JOIN RAB

FOUR-PAGE folder detailing the advantages of being a member of Radio Advertising Bureau, New York, has been issued to radio stations by RAB. The copy outlines the chief member benefits, including over 600 sales tools every year, sales help for member stations and participation in industry-wide sales and promotion campaigns. Other benefits are sales clinics and sales committees, radio case histories, cooperative advertising plans, RAB-sponsored advertising on a national scale, direct mail and original industry research.

WHAT'LL YOU HAVE?

BROCHURE with $1.25 in silver cash attached has been distributed to agencies and advertisers by WTTV (TV) Bloomington-Indianapolis-Terre Haute, Ind. On the cover of the brochure, which is a market data file folder, the station asks, "Wouldn't you rather have a (silver dollar attached) than a (quarter attached)?" WTTV claims to deliver 2¼ million persons with an annual $3½ billion spendable income in the "Hoosier Heartland Area." The folder also lists other market information based on Standard Rate & Data Service 1954-55 estimates and includes a rotating wheel gimmick to show the market-by-market population of WTTV's coverage area.

USE RADIO IN VANCOUVER

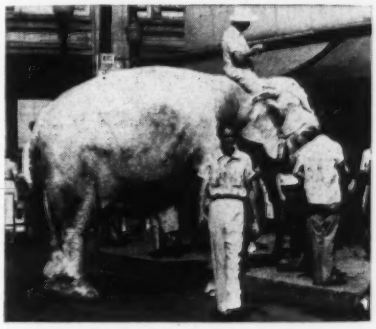
A BOOKLET describing a combined operation of five Vancouver, B. C., area radio stations in a four-week sales drive for Dueck on Broadway, city auto dealer, has been distributed by CJOR, CKWX and CFUN Vancouver, CKLG North Vancouver and CKNW New Westminster, B. C. A "Partners in Profit" sales incentive plan was devised whereby each purchaser of a General Motors car or truck from Dueck received at least 10 certificates with a par value of $4.50 each, redeemable in cash at the end of the campaign. Additional certificates were distributed for purchases of extra accessories, etc., and their value increased as more vehicles were sold. All of the stations aired the same number of announcements daily for the four weeks. The project was climaxed with a payoff party at which $50,000 was paid purchasers at a certificate value of $8.25. The brochure concludes with "the moral of the story: To increase sales in British Columbia's billion and a quarter market—use more radio."

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-8405
NEW YORK 22, N. Y.
All Inquiries Confidential

White Elephant Day

MERCHANTS taking part in Des Moines' annual White Elephant Day, a major retail promotion, credited much of the buying enthusiasm to a promotion stunt staged by KIOA. The station imported "Babe," billed as the second largest elephant in captivity, sprayed her with white chalk, polished her toenails and marched her around stores taking part in the sale.

R. J. Nash, KIOA special events announcer, donned sun helmet and rode Babe around the city, keeping the public informed via a shortwave link. Bags of peanuts were given kids. A live broadcast was staged at each store, with the manager interviewed. Traffic was jammed



R. J. NASH, KIOA Des Moines, broadcasts from Babe's neck.

and a police escort was needed to move Babe through the crowds from one store to another. Each store buying KIOA spots was entitled to keep Babe 15 minutes. One merchant called it "the largest citywide promotion" in Des Moines history.

WPAD CELEBRATES 25TH

"WPAD Appreciation Week" has been declared from Aug. 21 to Aug. 27 by Mayor Robert Cherry of Paducah, Ky., in honor of the 25th anniversary of WPAD there. The station, third oldest in Kentucky, celebrates its birthday Aug. 23. After starting operation in 1930, WPAD joined CBS Radio in 1943 and constructed WPAD-FM in 1946. WPAD-FM is the oldest presently-operating fm station in the state, WPAD says.

IDEAL DISC M.C.

WRCA New York conducted a search for a disc m.c. to be used on the station from 6:30-9 a.m. Mondays and from 6:30-8 a.m. Saturdays. In connection, the station last fortnight asked radio critics and writers in the New York area for a list of qualities describing the "Ideal Disc Jockey." Prizes will be given for the best list at the conclusion of the contest.

GO WITH 'MONITOR'

NBC Radio is circulating a pamphlet entitled "Go Everywhere Every Weekend With Monitor." In the nature of a long folding card, the pamphlet consists of caricatures of the various places *Monitor* takes its listeners.

FISHING IN ALASKA

LES NACHTWEIH, hunting and fishing editor of KING-AM-FM-TV Seattle, last month flew 1,600 miles to Brooks Mountain Range on the Arctic Circle to obtain films of Alaskan trout fishing for showing on his weekly *Fishing Hi-Lites* show. Mr. Nachtweih, along with Bob Hurd of Burke Adv. Agency, and Bob Laing, a commercial photographer, flew to Fairbanks as guests of Alaska Airlines, one of the show's sponsors. From Fairbanks the trio took a chartered plane to the Brooks range. They returned two days later.

PLAY PIANO VIA TV

METHOD of teaching piano playing via tv has been devised by Prof. George C. Stout of the U. of Houston and tested on KUHT (TV) there, educational, non-commercial tv outlet of the school. Prof. Stout is preparing a series of kinescopes to be ready at the end of August, available to the Educational Radio & Tv Center, Ann Arbor, Mich., for distribution to educational stations. They also will be offered to commercial stations for sponsorship. The technique, involving a keyboard which lights up at the touch of a finger and various visual aids, was developed after the Ford Foundation granted $30,000 to the U. of Houston for music. Prof. Stout, who demonstrated his method at the "Music-Orama" trade show of the National Assn. of Music Merchants in Chicago, believes he can teach at least one million American televiewers how to play. Both the NAMM and the National Piano Mfrs. Assn. have lent their support to the project.

Texan, to wife, upon observing one empty space in his 5-car garage:

"When you go shopping this afternoon, dear, buy another Cadillac to plug that hole."

KGNC AM & TV Amarillo, Texas
National representatives, The Katz Agency

Station Authorizations, Applications

(As Compiled by B•T)

July 28 through August 3

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations

As of June 30, 1955 *

	AM	FM	TV
Licensed (all on air)	2,719	525	137
Cps on air	13	15	†321
Cps not on air	108	12	124
Total on air	2,732	540	458
Total authorized	2,840	552	582
Applications in hearing	136	3	165
New station requests	222	6	16
New station bids in hearing	82	0	111
Facilities change requests	152	5	33
Total applications pending	836	78	215
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	1

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

Am and FM Summary Through August 3

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,741	2,723	158	272	90
Fm	540	259	34	16	0

Tv Summary Through August 3

Television Station Grants and Applications Since April 14, 1952

Grants Since July 11, 1952:

	Vhf	Uhf	Total
Commercial	291	321	612[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	318	301	419
Noncom. Educ. on air	10	3	13

Applications Filed Since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	953	337	749	540	1,290[2]
Noncom. Educ.	60		32	28	60[3]
Total	1,113	337	781	568	1,350[4]

[1] 145 Cps (30 vhf, 115 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 645 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

PETITION

Santa Barbara, Calif.—James M. Monroe and William E. Sullivan petition FCC requesting amendment of 47 CFR par. 3.610 "Separations" and allocate ch. 12 (204-210 mc) for purpose of tv broadcasting to Santa Barbara. Received July 13; announced July 29.

Existing Tv Stations . . .

PETITION

WVEC-TV Hampton, Va.—Petitions FCC to amend sec. 3.613 by addition of sec. 3.613 (c) which would read: 3.613 (c). A television station will only be licensed to serve more than one city when under the table of assignments (sec. 3.606) the channel used by the station is available for use in each of the cities to be served, and upon a satisfactory showing that main studios will be maintained in each city and that each city will receive an adequate signal in accordance with the provisions of sec. 3.685 (a) of the rules. Where a station is licensed to serve more than one city, its location shall be considered the cities it is licensed to serve, and it shall be permitted to identify itself in this manner under sec. 3.652 of the rules. Received July 22; announced July 29.

APPLICATIONS RETURNED

WJMR-TV New Orleans, La.—Application for mod. of cp seeking extension of completion date returned (application not dated). Announced July 28.

WBNS-TV Columbus, Ohio—Application for mod. of cp to extend completion date to 12-31-55 returned as unnecessary. Announced July 28.

WENS (TV) Pittsburgh, Pa.—Application for mod. of cp to change frequency to ch. 11, change ERP to 316 kw visual, 158 kw aural, change type ant. and make other equipment changes returned to applicant. FCC denied waiver of sec. 1.387 (b) (3). Returned August 3.

APPLICATION DISMISSED

WAGE-TV Marquette, Mich.—Application for mod. of cp to change ERP to 19.08 kw visual, 10.290 kw aural, change trans.-studio location to on Cliff Hill, approx. 0.85 miles Southeast of Ishpeming, Mich., change type ant. and make other equipment changes dismissed at request of attorney dated 8-1-55. Dismissed August 3.

APPLICATIONS

KDWI-TV Tucson, Ariz.—Seeks mod. of cp to change trans. and studio locations to Bigelow Mt., Pima County, Ariz., and 2175 N. 6th St., Tucson, respectively, and make minor ant. changes. Filed August 1.

KTTS-TV Springfield, Mo.—Seeks mod. of cp to change ERP to 316 kw visual, 190.55 kw aural, install DA and make other equipment changes. Ant. height above average terrain 711 ft. Filed August 1.

KFDX-TV Wichita Falls, Tex.—Seeks cp to change to 100 kw visual, 70 kw aural and make minor equipment changes. Filed August 1.

CALL LETTERS ASSIGNED

WHC (TV) Pittsburgh, Pa.—WWSW Inc., ch. 11.

New Am Stations . . .

ACTIONS BY FCC

Holbrook, Ariz.—Donald E. Jacobs Sr. and Irene Tabor d/b as Northeastern Arizona Bcstrs. granted 1270 kc, 1 kw daytime. Post office address Box 31, Holbrook. Estimated construction cost $25,378, first year operating cost $31,200, revenue $42,580. Mr. Jacobs (75%), is Indian trading post and tourist curio store owner. Mrs. Tabor (25%), is housewife. Granted July 27.

Camden, Ark.—Southern Bcstg. Co. application for cp for new am (proposed operation on 1370 kc, 1 kw D) returned by FCC without prejudice to refiling after decision in Doc. 11383 in which Southern is in hearing on pending application for assignment of cp for KPLN on same facilities in Camden. Announced July 28.

Lewiston, Idaho—Boyde W. Cornelison, Eugene A Hamblin and John H. Matlock d/b as Lewis-Clark Bcstg. Co., granted 950 kc, 500 w daytime. Post office address Box 643 Lewiston. Estimated construction cost $17,900, first year operating cost $36,000, revenue $42,000. Principals include **Mr. Cornelison** (33.3%), oil distributor; **Mr. Hamblin** (33.3%), is former employe KRLC Lewiston, and **Mr. Matlock** (33.3%), is jewelry store owner. Granted July 27.

Robinson, Ill.—Keith Moyer tr/as Ann Bcstg. Co., granted 1570 kc, 250 w daytime. Post office address 1025 W. Market St., Taylorville, Ill. Estimated construction cost $13,000, first year operating cost $30,000, revenue $40,000. Mr. Moyer is 55% owner WBBA Pittsfield, Ill. and has application filed for new am at Taylorville, Ill. Granted July 27.

Elkhart, Ind.—Clarence C. Moore, granted 1270 kc, 500 w daytime, DA-D conditions. Post office address P. O. Box 123, Route 4, Elkhart. Estimated construction cost $3,100, first year operating cost $48,000, revenue $60,000. Mr. Moore owns International Radio & Electronic Corp., builder of electronic equipment. Granted July 27.

Kendallville, Ind.—Charles R. Palmquist Jr. tr/as Noble-DeKalb Bcstg. Co., granted 1570 kc, 250 w daytime, with DA-D and engineering conditions. Post office address 801 E. College Rd., Goshen, Ind. Estimated construction cost $6,052, first year operating cost $24,000, revenue $30,000. Mr. Palmquist is director of KAIM Honolulu, Hawaii. Granted July 27.

Barbourville, Ky.—Dwight L. Brown tr/as Brown Radio & Tv Co., granted 950 kc, 1 kw daytime. Postoffice address Box 283, Barbourville. Estimated construction cost 16,305, first year operating cost $45,000, revenue $60,000. Mr. Brown is pres.-⅓ owner of local community tv system. Granted July 27.

Homer, La.—Claiborne Bcstg. Corp., granted 1320 kc, 1 kw daytime. Post office address % W. M. Bigley, Magnolia, Ark. Estimated construction cost $16,500, first year operating cost $30,000, revenue $40,000. Principals include Pres. **Frank Harkness Jr.** (25%), auto agency salesman; Vice Pres. **William M. Bigley** (25%), general manager-12½% owner KVMA Magnolia, and sec.-treas.-⅓ owner KRBB (TV) El Dorado, Ark.; Sec. Dr. **Joe F. Rushton** (25%), pres.-30% owner KVMA and pres.-⅓ owner KRBB (TV); and Treas. **L. L. Griggs** (25%), cafe owner. Granted July 27.

Winnfield, La.—James A. West Jr., Elgie M. Risinger and Delvin R. White d/b as Southern Bcstg. Co. granted 1270 kc, 1 kw daytime. Post office address 102 East Elm St., El Dorado, Ark. Estimated construction cost $16,721, first year operating cost $32,400, revenue $40,000. Principals in general partnership are **James A. West Jr.** (⅓), ⅓ partner of KDMS El Dorado, Ark.; **Delvin R. White** (⅓), and **Elgie M. Risinger** (⅓). Applicants have equal interest in KHBM Monticello, Ark., KSUL Sulphur, La., and KWRW Guthrie, Okla. Granted July 27.

Skowhegan, Me.—Pineland Bcstg. Co. granted 1150 kc, 1 kw daytime. Post office address 89 Congress St., Rumford, Me. Estimated construction cost $16,896, first year operating cost $40,000, revenue $45,000. Principals include Pres. **Melvin L. Stone** (55.4%), pres.-49.8% of WRUM Rumford, and Treas. **Edward J. Trembley** (44.3%), chief engineer WRUM. Granted July 27.

South Paris, Me.—Oxford Bcstg. Corp. granted 1450 kc, 250 w unlimited. Post office address % Gerald T. Higgins, 32 Shepley St., Auburn, Me. Estimated construction cost $14,492, first year operating cost $32,760, revenue $46,800. Principals include Pres. **Gerald T. Higgins** (51.4%), commer-

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 90, Illinois, RA 6-4256

cial manager-2.5% owner WLAM Lewiston, Me.; Vice Pres.-Treas. **Elden H. Shute Jr.** (47.6%), pres.-station manager-2.5% owner WLAM, and Sec. **Edward J. Beauchamp** (1%), attorney. Granted July 27.

Dexter, Mo.—Jerome B. Zimmer, Lionel D. Speidel d/b as Dexter Bcstg. Co. granted 1590 kc, 1 kw daytime. Post office address Box 66, Cape Girardeau, Mo. Estimated construction cost $15,300.51, first year operating cost $42,000, revenue $48,000. Messrs. Zimmer and Speidel, in general partnership, each hold 50%. They are co-partners in radio-tv sales, service firm. Granted July 27.

Kalispell, Mont.—D. Gene Williams and Delbert Bertholf granted 910 kc, 1 kw daytime. Post office address Realty Building, Spokane, Wash. Estimated construction cost $21,230, first year operating cost $41,000, revenue $57,000. Mr. Williams (50%), is 51% owner KSPO Spokane, Wash., 25% owner KUTI -Yakima, Wash., and 50% owner KOYN Billings, Mont.; Mr. Bertholf (50%), 49% owner KSPO, 25% owner KUTI, and 50% owner KOYN. Granted July 27.

Kalispell, Mont.—Leslie L. Sterling and William H. Patterson d/b as Flathead Valley Bcstrs. granted 980 kc, 1 kw daytime. Post office address % William H. Patterson, Route 3, Box 125, Spokane, Wash. Estimated construction cost $18,816, first year operating cost $39,480, revenue $47,000. Mr. Patterson (50%), is engineer KHQ-AM-TV Spokane, Wash.; Mr. Sterling (50%), is radio of-

Elizabethtown, N. C.—Cape Fear Bcstg. Co. granted 1450 kc, 100 w unlimited; engineering conditions. Estimated construction cost $8,000, first year operating cost $40,000, revenue $45,000. Principals are **John G. Dawson**, stockholder in WFTC Kinston, N. C., and WLBJ Bolling Green, Ky.; **Victor W. Dawson**, with interests in WLPM Suffolk, Va., and WFTC; **Theodore Weyher** and **Mary C. Weyher**. Granted July 27.

Fargo, N. D.—Northwestern Schools granted 900 kc, 1 kw daytime. Post office address 50 Willow St., Minneapolis, Minn. Estimated construction cost $21,716, first year operating cost $30,000, revenue $30,000. Applicant is non-profit organization and operates KTIS-AM-FM Minneapolis and KNNS Waterloo, Iowa. Principals include Pres. **Richard A. Elvec**; Sec. **Victor P. Chamberlain**, and Treas. **James T. Knutson**. Granted July 27.

Milton, Pa.—John S. Booth granted 1570 kc, 1 kw daytime, conditions. Post office address 220 Norland Ave., Chambersburg, Pa. Estimated construction cost $12,050, first year operating cost $48,000, revenue $55,000. Mr. Booth is vice president-general manager-⅓ owner WCHA-AM-FM Chambersburg, and ⅓ owner WTVE (TV) Elmira, N. Y. Granted July 27.

Belton, S. C.—Community Bcstg. Co., granted 1390 kc, 500 w daytime. Post office address % Cleatus O. Brazzell, Box 522, Easley, S. C. Estimated construction cost $19,380, first year operating cost $30,000, revenue $36,000. Principals include **Cleatus O. Brazzell** (75%), general manager-stockholder WELP Easley, and **Henry O. McDonald Jr.** (25%), chief engineer-stockholder WELP. Granted July 27.

Etowah, Tenn.—Harry J. Morgan tr/as Morgan Bcstg. Co., granted 1220 kc, 1 kw daytime. Post office address % General Delivery, Lafayette, Ga. Estimated construction cost $15,132, first year operating cost $38,500, revenue $64,545. Mr. Morgan is manager of WGTA Summerville, Ga., and WFLA Lafayette, Ga. Granted July 27.

Charlottesville, Va.—Lawrence Lee Kennedy, granted 1010 kc, 250 w day. Post office address 1009 Westland St., Charlottesville. Estimated construction cost $16,700, first year operating cost $48,000, revenue $78,000. Mr. Kennedy is chief engineer and minority stockholder WINA Charlottesville; grant is conditioned upon Mr. Kennedy's divesting himself of WINA holdings. Granted July 27.

APPLICATIONS

Scottsdale, Ariz.—Scottsdale Bcstg. Co., 1440 kc, 1 kw D. Post office address 47 Pima Plaza, Scottsdale. Estimated construction cost $25,600, first year operating cost $40,000, revenue $50,000. Principals in equal ownership are Pres. **Niblack Thorne**, Vice Pres. **Roland D. Feltman**, Sec.-Treas. **Mabel Weirich**, **Gray Madison** and **Harry Wetzel**. All are engaged in non-broadcast occupations. Filed August 3.

Homestead, Fla.—South Dade Bcstg. Co., 1430 kc, 500 w day. Post office address 906 Federal Hwy., P. O. Box 502. Estimated construction cost $23,880, first year operating cost $50,000, revenue $65,000. Principals include Pres. **J. Abney Cox** (33.3%), realtor; Vice Pres. **Albert F. Adams** (33.3%), attorney; Sec.-Treas. **Douglas Silver** (33.3%), fishing guide publisher; **Merritt Hilliard**, WGBS-TV Miami, Fla., outdoor editor-fishing show m.c. and fishing guide editor. Filed August 1.

Existing Am Stations . . .

ACTIONS BY FCC

KWFC Hot Springs, Ark.—Granted change from 1340 kc, 250 w unlimited to 1350 kc, 1 kw-LS, 500 w N with DA. Granted July 27.

WAUG Augusta, Ga.—Granted increase of power on 1050 kc from 250 w D to 1 kw D. Granted July 27.

WHAB Baxley, Ga.—Granted increase of power on 1260 kc from 1 kw D to 5 kw D. Granted July 27.

KLIZ Brainerd, Minn.—Granted cp to change from 1400 kc, 250 w unl. to 1380 kc, 1 kw daytime. Granted July 27.

KGON Oregon City, Ore.—Granted cp to change from 1230 kc to 1520 kc; increase power from 250 w to 10 kw; install DA-1 system. Granted July 27.

WAEB Allentown, Pa.—Granted change of DA. Granted July 27.

WTRN Tyrone, Pa.—Granted change from 1580 kc, 250 w day to 1290 kc, 500 w day. Granted July 27.

WINA Charlottesville, Va.—Granted frequency change from 1450 kc to 1400 kc, continuing with 250 w unl.; program tests not to commence until WTON Staunton, Va., shifts from 1400 kc to 1240 kc and license not to be issued until WTON is licensed on 1240 kc. Granted July 27.

WEVA Emporia, Va.—Granted change from 1400 kc, 250 w unl. to 860 kc, 1 kw D. Granted July 27.

WBOB Galax, Va.—Granted cp to change from 1400 kc, 250 w unl. to 1360 kc, 1 kw D. Granted July 27.

WPUV Pulaski, Va.—Granted change from 1230 kc, 250 w unl. to 1580 kc, 5 kw D with 500 w during period of 1½ hours after sunrise and 1½ hours before sunset. Granted July 27.

KSEM Moses Lake, Wash.—Granted change from 1450 kc, 250 w unl. to 1470 kc, 1 kw DA-N. Granted July 27.

KGU Honolulu, T. H.—Granted frequency change from 740 kc to 760 kc, continued 2.5 kw unl. operation. Granted July 27.

APPLICATIONS

WNPT Tuscaloosa, Ala.—Seeks cp to increase day power from 1 kw to 5 kw and install new trans. for day operation (two main trans.). Filed August 2.

KROG Sonora, Calif.—Seeks cp to change hours from unl. to day; change frequency from 1450 kc to 790 kc; increase power from 250 w to 1 kw and make ant. changes. Filed August 3.

KVFC Cortez, Colo.—Seeks cp to increase power from 250 w to 1 kw. Filed August 1.

WCBQ Sarasota, Fla.—Seeks mod. of cp for increase in power from 250 w to 1 kw; change ant.-trans. location and studio location from North of Fruitville Rd., between Jefferson and Euclid Aves., Sarasota, to on McIntosh Rd., .16 miles South of Fruitville Rd., near Sarasota. Filed August 2.

WBFC Fremont, Mich.—Seeks cp to increase power on 1490 kc from 100 w to 250 w. Filed August 2.

WSYD Mt. Airy, N. C.—Seeks mod. of cp to change hours of operation from D to unl.; power from 5 kw D to 1 kw N and 5 kw D; change trans. location and install DA for night use. Filed August 1.

WFOB Fostoria, Ohio — Seeks cp to make changes in DA-2 and petitions for waiver of sec. 3.28 (c) of rules. Filed August 1.

KWRO Coquille, Ore.—Seeks cp to change from 1450 kc, to 630 kc; increase power from 250 w to 1 kw; change hours of operation from unl. to D; change ant.-trans. location; operate trans. by remote control and make changes in ant. system (increase height). Filed August 2.

KOER Pendleton, Ore.—Seeks change from D to unl.; change frequency from 1370 kc to 1290 kc; power from 1 kw to 5 kw; install DA-2; change trans. location. Filed July 28.

WJAK Jackson, Tenn.—Seeks cp to change hours of operation from D to unl. Filed August 1.

CALL LETTERS ASSIGNED

KDJI Holbrook, Ariz. — **Northeastern Arizona Broadcasters,** 1270 kc, 1 kw D.

WSUX Seaford, Del. — **Elizabeth Evans and Courtney Evans,** 1280 kc, 500 w D. Changed from WSUS.

WBGC Chipley, Fla.—Tri-County Radio Broadcasters, 1240 kc, 250 w unl.

WKTL Kendallville, Ind.—Noble-DeKalb Bcstg. Co., 1570 kc, 250 w D.

KLFT Golden Meadow, La.—Leo J. Theriot, 1600 kc, 500 w D.

WEGA Newton, Miss.—Newton County Bcstg. Service, 1410 kc, 500 w D.

KGHM Brookfield, Mo.—Green Hills Bcstg. Co., 1470 kc, 500 w D.

KLAD Klamath Falls, Ore. — **K-LAD Broadcasters,** 900 kc, 1 kw D.

KUMA Pendleton, Ore. — **Pendleton Broadcasters,** 1370 kc, 1 kw D. Change from KOER.

KYES Roseburg, Ore. — **Douglas Broadcasters Inc.,** 950 kc, 1 kw D.

WCPH Etowah, Tenn.—Morgan Bcstg. Co., 1220 kc, 1 kw D.

WFCR Fairfax, Va.—OK Bcstg. Co., 1310 kc, 500 w D.

New Fm Stations . . .

ACTIONS BY FCC

Birmingham, Ala.—Storer Bcstg. Co., granted 106.9 mc, 15 kw. Post office address 1177 Kane Concourse, Miami Beach, Fla. Estimated construction cost $13,995, first year operating cost not given, revenue not given. Storer owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WJW-WXEL (TV) Cleveland, WWVA-AM-FM Wheeling, W. Va., WGBS-AM-FM-TV Miami and KPTV (TV) Portland, Ore. Granted July 27.

Mayfield Ky.—West Ky. Bcstg. Co., granted 94.7 mc, 2.3 kw ERP conditions. Post office address P. O. Box 26, Mayfield. Estimated construction cost $4,200 first year operating cost $10,000, revenue $12,000. Applicant owns WNGO Mayfield. Granted July 27.

Princeton, N. J.—FCC proposed amending fm allocation plan to delete ch. 279 from Philadelphia, Pa., to facilitate consideration of pending application of Princeton Bcstg. Service Inc. for new class A commercial fm station at Princeton, N. J. Comments may be field by Aug. 26. Announced July 28.

Columbus Ohio—Board of Education of the City School Dist. of Columbus, granted 88.9 mc, 17.5 kw. Post office address 270 East State St., Columbus. Estimated construction cost $5,000, first year operating cost $2,000. Applicant will use station for non-commercial, educational purposes. Granted July 27; announced July 28.

Stillwater, Okla.—Radio & Television Services, A & M College, granted 91.7 mc, 380 w. Post office address A & M College, Stillwater. Estimated construction cost $8,330.32, first year operating cost $1,200. Applicant is educational institution. Granted July 27.

APPLICATION

Claremont, Calif.—Pomona College, 91.9 mc, 10 w. Post office address Claremont, Calif. Estimated construction cost $3,995, first year operating cost not given. Applicant, educational institution, is proposing non-commercial educational use of station. Filed August 1.

Existing Fm Stations . . .

APPLICATION

WXHR (FM) Woburn, Mass. — Seeks cp to change ERP to 20 kw. Filed August 3.

CALL LETTERS ASSIGNED

WBRC-FM Birmingham, Ala. — **Storer Bcstg. Co.,** 106.9 mc, 15 kw.

KHOF (FM) Glendale, Calif. — **The Maple**

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company name

address

city *zone* *state*

Chapel, 99.5 mc, 17.5 kw.

WNGO-FM Mayfield, Ky. — West Kentucky Bcstg. Co., 94.7 mc, 2.3 kw.

WKTM-FM Mayfield, Ky.—Kentucky Bcstg. Co., 107.1 mc, 510 w.

KRSN-FM Los Alamos, N. M.—Sunshine Bcstg. Co., 98.5 mc, 4.6 kw.

Ownership Changes . . .

ACTIONS BY FCC

KOCS-KEDO (FM) Ontario, Calif.—Granted transfer of 2% of majority stockholder Mrs. Jerene Appleby Harnish to Philip A. Sawyer for $12,700. Mr. Sawyer is retail advertising manager of *Ontario Daily Report*, station parent firm. Mrs. Harnish also transfers, gratis, 1% each to her sons Andrew B. Appleby and Carlton R. Appleby. After transfer Mrs. Harnish holds 63%; C. R. Appleby 18.5%, and A. B. Appleby 6.5%. Granted July 28; announced August 2.

KSON-AM-FM San Diego, Calif.—Granted assignment of license to Rabell Enterprises; consideration $25,290. Present owners will hold same interest as before transfer; corporate change. Granted July 28.

WEAT-AM-TV West Palm Beach, Fla.—Granted transfer of control from James Robert Meachem and June H. Meachem to General Teleradio Inc. for $101,000 plus $200,000 in other considerations. General Teleradio controls, or owns completely, WNAC-AM-FM-TV Boston, WGTH-AM-TV Hartford, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WOR-AM-FM-TV New York and WHBQ-AM-TV Memphis, Tenn. Granted July 27.

WMOR Morehead, Ky. Granted assignment of license from Morehead Bcstg. Co., a partnership, to Morehead Bcstg. Co., a corporation. Change does not involve change in stockholders. Granted July 27; announced August 2.

WHKP Hendersonville, N. C.—Granted transfer of control to Beverly M. Middleton for $5,250. Mr. Middleton's interest will increase from 28.25% to 53.25% due to transfer from Clarence E. Morgan who held 50.25% interest. Mr. Morgan holds 25.25% after transfer. Granted July 27; announced August 2.

APPLICATIONS

KVRH Salida, Colo.—Application from transfer of control from Jon Lohmer to A. N. Wall and John R. Wall returned (only one copy filed). Returned August 3.

KALB-AM-FM-TV Alexandria, La. — Seeks transfer of control from W. H. Allen to T. B. Lanford for $200,000. Mr. Lanford presently holds 47.2% and will hold 99.2% after transfer. Filed August 3.

WMIN-AM-FM St. Paul, Minn.—Seeks transfer of control to William F. Johns Sr. from Franklin Bcstg. Co. for $15,250. Mr. Johns is pres. -9% owner of WSPT Stevens Point, Wis.; Pres. -70% owner of WSHB Stillwater, Minn., and owns 17% WOSH Oshkosh, Wis.; 13% KMNS Sioux City, Iowa, and is pres.-19% stockholder of WMIN-AM-FM at present. Filed August 2.

WJDX-AM-FM Jackson, Miss.—Seeks transfer of control to Life Companies Inc. Corporate changes only. Filed August 3.

WOIC Columbia, S. C.—Seeks assignment of license to Speidel-Fisher Bcstg. Corp. for $100.-000. Equal principals are Albert T. Fisher Jr., formerly regional sales manager of WSTV-TV Steubenville, Ohio, and Joseph Speidel, varied business interests. Filed August 3.

WGAP Maryville, Tenn.—Harry C. Weaver and Frank H. Corbett, d/b as Aluminum Cities Bcstg. Co., each 50% owner of WGAP, seek approval to giving Mr. Corbett control (77.5%) for $13,860. Filed August 1.

KHBR Hillsboro, Tex.—Seeks assignment of license from Hill County Bcstg. Co. to Nelson W. Galle for $11,100. Mr. Galle holds no other broadcast interests. Filed August 1.

WYVE Wytheville, Va.—Seeks involuntary assignment of license to A. M. Gates Jr., administrator of estate of Dr. A. M. Gates (deceased) and A. M. Gates Jr., d/b as Wythe County Bcstg. Co. Filed August 3.

Hearing Cases . . .

FINAL DECISIONS

Hayes Center, Neb.—By report and order, Commission assigned ch. 6 to Hayes Center, effective Sept. 1, pursuant to proposed rule making of May 13 on petition of Bi-States Co., KHOL-TV Kearney, Neb., ch. 13. Announced July 28.

KOB Albuquerque, N. M.—Commission announced its decision of July 28 granting application of Albuquerque Bcstg. Co. insofar as it requests extension of special service authorization to operate KOB Albuquerque, N. M., for period of current license, on 770 kc with power of 50 kw D and 25 kw N, pending final determination on application for regular operation on that frequency with 50 kw, unl. In so doing, Commission dismissed protests by American Bcstg.-Paramount Theatres Inc. which is licensed to operate WABC New York City, on 770 kc with 50 kw power, unl. (Record in KOB proceeding was reopened by Commission on May 26, 1955, on remand from Court of Appeals in 1950 for review. KOB is regularly licensed on 1030 kc, with 10 kw, unl. but has had special authorization to operate on 770 kc since 1941 as result of NARBA deleting 1180 kc on which KOB previously operated.) Comrs. Webster and Lee dissented.

INITIAL DECISIONS

WELO Tupelo, Miss.—Hearing examiner Elizabeth C. Smith issued initial decision looking toward grant of application of Tupelo Bcstg. Co., to change WELO Tupelo, Miss., from 1490 kc, 250 w unl. to 580 kc, 1 kw-LS, 500 w-N DA.

Charlotte, N. C.—Hearing examiner H. Gifford Irion issued initial decision looking toward grant of application of Piedmont Electronics & Fixture Corp. for new tv station to operate on ch. 9 in Charlotte and denial of competing applications of Radio Station WSOC Inc., and Carolinas' Television Corp.

KGEO-TV Enid, Okla. — Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of application of Streets Electronics Inc., for mod. of cp of station KGEO-TV (ch. 5), Enid, Okla., to move trans. site to location 31 miles from Enid, increase height of ant. structure to 1,356 ft. above ground, and make ant. and other equipment changes.

OTHER ACTIONS

Consolidated hearing—FCC designated the following applicants for consolidated hearing: Rollins Bcstg. Inc., OK Bcstg. Co., Indianapolis, Ind.; Wireless Broadcasters, Franklin, Ind.; WARU Peru, Ind., and WTVB Coldwater, Mich. Rollins and OK applied for new am stations to operate on 1590 kc, 5 kw D, DA; Wireless for 1590 kc, 500 w D; WARU to increase power from 500 w to 1 kw D on 1600 kc, and WTVB for change from different DA pattern day and night to DA-N only on 1590 kc, 5 kw-LS, 500 w N. WDOG Marine City, Mich., and WBLY Springfield, Ohio, were made parties to proceeding. FCC denied petition of WARU and WTVB for 20-day extension of time from July 7 in which to further answer FCC letter of June 7 by filing additional engineering data. Announced July 28.

Ft. Wayne, Ind.—Commission announced its order of July 29 (1) staying its decision of Oct. 1, 1954, in granting application of Radio Fort Wayne Inc., for new tv station (WANE-TV) to operate on ch. 69 at Ft. Wayne, and denying competing application of Anthony Wayne Bcstg.; (2) denied Anthony Wayne June 27 petition to cancel WANE-TV cp; (3) reopened record to take official notice of Paul V. McNutt's death (Anthony Wayne Bcstg.), and (4) directed parties on or before Aug. 19, to file memorandum briefs on question presented by June 13 opinion of U. S. Court of Appeals for District of Columbia Circuit and procedures to be followed by Commission in that connection. WANE-TV is not in operation. Announced July 29.

South Bend, Ind.—Commission designated for consolidated hearing Northern Indiana Broadcasters Inc. application for new am station to operate on 1240 kc, 250 w unl. and WJVA South Bend application to change from 1580 kc, 250 w D at South Bend to 1240 kc, 250 w unl. at Mishawaka. Announced July 28.

WTBF Troy, N. Y.—FCC designated for hearing application to change from 1490 kc, 250 w, unl. to 970 kc, 5 kw-LS, 500 w, DA-2 unl. WRMA Montgomery, Ala., was made party to proceeding. Announced July 28.

KLLL Lubbock, Tex.—FCC designated for hearing application to change on 1460 kc from 500 w D, to 1 kw D. KSNY Snyder, Tex., was made party to proceeding. Announced July 28.

Routine Roundup . . .

July 28 Applications

Accepted for Filing

License to Cover Cp

WFMH Cullman, Ala.—Seeks license to cover cp which authorized change in frequency and increase power.

WHLN Harland, Ky.—Seeks license to cover cp which authorized change frequency, increased power, and change hours of operation.

WHBI Newark, N. J.—Resubmits application seeking license to cover cp which authorized changed studio location.

KOLS Pryor, Okla.—Seeks license to cover cp which authorized increase in power.

WBFD Bedford, Pa.—Seeks license to cover cp which authorized new standard station and specify studio location.

KBEN Carrizo Springs, Tex.—Seeks license to cover cp which authorized new standard station.

WVEC Hampton, Va.—Seeks license to cover cp which authorized erection of new antenna.

KWTV (TV) Oklahoma City, Okla.—Seeks license to cover cp which authorized new tv station.

Subsidiary Communications Authorization

KUTE (FM) Glendale, Calif.; WEAW-FM Evanston, Ill.; KING-FM Seattle, Wash.

Renewal of License

WFUL Fulton, Ky.; WHFB Benton Harbor, Mich.; WTVB Coldwater, Mich.; WKMH Dearborn, Mich.; WJLB Detroit, Mich.; WBBC Flint, Mich.; WJEF Grand Rapids, Mich.; WHGR Houghton Lake, Mich.; WIBM Jackson, Mich.; WKHM Jackson, Mich.; WCEN Mt. Pleasant, Mich.; WCAR Pontiac, Mich.; WEXL Royal Oak, Mich.; WSGW Saginaw, Mich.; WADC Akron, Ohio; WICA Ashtabula, Ohio; WATH Athens, Ohio; WKRC Cincinnati, Ohio; WLW Cincinnati, Ohio; WJMO Cleveland, Ohio; WCOL Columbus, Ohio; WING Dayton, Ohio; WJER Dover, Ohio; WFRO Fremont, Ohio; WJEH Gallipolis, Ohio; WIZE Springfield, Ohio; WFMJ Youngstown, Ohio; WATG-FM Ashland, Ohio; WSTV-FM Steubenville, Ohio; WTOL-FM Toledo, Ohio.

Modification of Cp

KECC Pittsburg, Calif.—Seeks mod. of cp (which authorized increase power, change to DA-2) for extension of completion date.

WNRG Grundy, Va.—Seeks mod. of cp (as mod. which authorized new standard station) for extension of completion date.

WDJC Salem, Va.—Seeks mod. of cp (as mod. which authorized new standard station) to change ant.-trans. location.

KID-TV Idaho Falls, Idaho—Seeks mod. of cp to extend completion date to 2-25-56.

WCMB-TV Harrisburg, Pa.—Seeks mod. of cp to extend completion date to 2-23-56.

WLBR-TV Lebanon, Pa.—Seeks mod. of cp to extend completion date.

WKAQ-TV San Juan, P. R.—Seeks mod. of cp to extend completion date to 2-15-56.

WACA-TV Camden, S. C.—Seeks mod. of cp to extend completion date to 2-24-56.

WKOW-TV Madison, Wis.—Seeks mod. of cp to extend completion date to 2-17-56.

August 1 Applications

Accepted for Filing

Renewal of License

WNBS Murray, Ky.; WDBC Escanaba, Mich.; WTVN Columbus, Ohio; WCBR Memphis, Tenn.; WGNS Murphreesboro, Tenn.; WXYZ-FM Detroit, Mich.; WAKR-FM Akron, Ohio; WGAR-FM Cleveland, Ohio; WEOL-FM Elyria, Ohio; WEWS (TV) Cleveland, Ohio.

Modification of License

WKAR-FM East Lansing, Mich.—Seeks mod. of

(Continued on page 105)

Eastern Independent
$90,000.00

A profitable fulltime independent located in an attractive secondary market. Excellent technical position, plant above average. $25,000.00 down—balance out of depreciation.

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$140,000.00

This important market has a tremendous growth factor. The station shows consistent high return to owners. Financing can be made available to qualified operators.

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RADIO

Help Wanted

Managerial

Manager and assistant manager for top metropolitan market with station specializing in negro programming. Must be strong in sales, willing and able to do better than average job. Prefer man experienced in selling large markets and/or negro operations. Box 268C, B•T.

Eastern daytimer needs young married assistant manager immediately. Must have announcing experience, car and be willing to take air shift during indoctrination period. Assistant managership guaranteed by end of year. Send tape, resume, references and recent photograph. Box 432C, B•T.

Manager-saleman. New kw indie — Clarksdale, Miss. Southerner—25-38—family—cost-conscious—detailed-minded. Must have excellent personal sales record—top references. Make $500-$900 mo. with progressive broadcaster. Immediate. Call John McLendon—37830, Jackson, Miss.—46541 Clarksdale, Miss.

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Can you sell 5000 watts on low frequency in good midwest market? Liberal commission and bonus. Pleasant working conditions. Excellent opportunity for experienced, industrious man seeking permanent lucrative position. Box 377C, B•T.

5000 watt basic network station desires top-flight experienced salesman who wants career with leading New England station. Must have ability to sell on basis of value and quality. Ideal working conditions. Please give complete business and educational background, salary requirements and other pertinent data in reply. Box 411C, B•T.

Experienced radio time salesman. Guarantee $380 and commission. Send references and photo. KCHJ, P.O. Box 262, Delano, California.

Experienced salesman-announcer wanted. Emphasis on selling. Salary and commission. 1000 watt daytimer in west Texas. KTUE, Tulia, Texas.

Immediate opening for energetic and effective salesman. Salary plus incentive plan.. Write or call for interviews, Gus Nathan, WKNB, 1422 New Britain Avenue, West Hartford, Conn.

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RADIO

Help Wanted—(Cont'd)

Announcers

Wanted: Personality; "country music" type preferred. Sell and do own show. 25% commission. Good regional station, active account list. Good salary first three months. State age, past experience. Include photo. Box 225C, B•T.

One of the top independents seeks top-notch deejay. Job requires audience-building personality, air salesmanship. Progressive station, major market. Box 308C, B•T.

Morning personality. Bright, cheerful type with music and sales savvy. Your competition is good. Major southern market. Box 333C, B•T.

Pennsylvania station needs 2 clean cut announcer-engineers at once. Send tape, details. Box 381C, B•T.

Staff announcer job August 15. Pay commensurate with ability. 1000 watt progressive regional NBC station. Good opportunity for right man with air selling ability. Box 387C, B•T.

Competent staff man for kilowatt net affiliate. Great Lakes area. Good working conditions. Send photo, tape, resume. Box 392C, B•T.

Proven DJ with 1st phone needed Sept. 1st. Top-notch Ohio station. Good hours, good pay. Send resume—will ask for tape later. Box 393C, B•T.

Humorous DJ-flowing adlib, stage, tv acting experience. Informal slang, vernacular approach on chatter—Crosbyish. Midwest, single. Box 431C, B•T.

Announcer—$80.00 per week starting salary at top rated independent station in college town. Paid hospitalization, vacations, sick leave and retirement. Want experienced, production-minded announcer for permanent position with advancement. Position open August 22nd. Send full details in letter with photo and tape to Kay Melia, Program Director, KAYS, Hayes, Kansas.

Announcer—first phone western music morning man for top rated DJ station. Engineering ability unimportant, announcing primary importance. Top salary for right man. Send complete details to Station KDAV, Box 1319, Lubbock, Texas.

Announcer with first class license, experienced. Send history, tape and references by air to KMVI, Wailuku, Maui, Hawaii.

Announcer Want to program? Want to sell on side, commission basis? We need you. Experienced, $70 weekly, plus talent and bonus incentives. Airmail or phone KPRK, Livingston, Montana.

Station KTBB—Tyler, Texas, can use immediately combination news and sports man, and good morning staff man. Would consider combination salesman and sports announcer. Write, wire, or call, M. E. Danbom, General Manager.

Experienced announcer for radio and television station. Send background, tape and references to WFLB, Fayetteville, N. C.

Wanted! Negro DJ with real showmanship and enthusiasm. With a real rock 'em and sock 'em style. Send tape and resume immediately to Station WHAT, Philadelphia 31, Pa.

First phone announcer, capable of assuming chief's responsibility needed immediately. Permanent position. Send complete background data and tape, WIPC, Lake Wales, Florida.

Need good announcer immediately, $70.00 to start, right man. WMFC, Monroeville, Alabama, send tape and resume.

Immediate opening, announcer-engineer. Good pay, good working conditions. WMFC, Monroeville, Ala. Send tape and resume.

First phone announcer, daytime 1 kw, $75.00 per week with chances for advancement. Immediate opening. Write or call WRIC, Richlands, Virginia.

Want best country DJ-barn dance MC personality money can buy. Write Box 5585, Tucson, Arizona.

RADIO

Help Wanted—(Cont'd)

Technical

Transmitter engineer, experience not necessary. Will consider second or third class. Best conditions. State experience and salary. Write Manager, WCEC & WFMA, Rocky Mount, N. C.

WGVM, Greenville, Mississippi has opening for experienced chief engineer-announcer. Must be proficient in both fields. Salary open. Send full details immediately.

Chief engineer for thriving fulltime am station. Solid background in equipment and construction. New building now under construction. Could be dream job for right man. Write complete details, WROV, Roanoke, Virginia.

Chief engineer-announcer—new kw indie, Clarksdale, Miss. Immediate opening, versatile, clean-cut young man, mid-south. Permanent position, excellent working conditions. Call John McLendon, 37830 Jackson, Miss.—46541, Clarksdale, Miss.

Production-Programming, Others

Want to learn news? Young, single announcer with good voice and delivery and some writing ability. Edit, rewrite and some staff. Active community of 20,000. Apply in full with brief tape if possible. Box 110C, B•T.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box 232C, B•T.

Wanted. Traffic secretary, typing and shorthand required. Previous experience helpful, but not necessary—intelligent girl can be trained. Permanent position in attractive working surroundings. Michigan radio station. Box 387C, B•T.

Wanted: Top-notch commercial continuity writer. Must be able to write clever, selling continuity. Send full particulars, age availability, salary required, picture and samples to Dales Phares, KTEM, Temple, Texas.

News reporter wanted. Must have news writing or newspaper experience and with ability to broadcast. Good opportunity. Full details in first letter to WNBH, New Bedford, Mass.

Program director—assistant manager. New kw, Clarksdale, Miss. Southern—25-35—family—voice. Experienced all phases news-music-events operation. Top references. Excellent working conditions. Permanent position with progressive broadcaster. Immediate. Call John McLendon, 37830, Jackson, Miss.—46541, Clarksdale, Miss.

Situations Wanted

Managerial

Just sold Florida 5 kw. Would like to be considered as general manager for radio station midwest. Preferably Ohio, Michigan, Indiana, Illinois. Would consider other territory. Could make nominal investment. Proven record. Have sales staff ready to join me immediately. Write Box 340C, B•T.

General manager, 20-year veteran, desires relocate. Combination managerial-commercial-program position acceptable. Interested percentage basis payment. Best references. Box 371C, B•T.

Thoroughly experienced, 14 years all phases, now employed major network, desires key position with smaller operation. Box 404C, B•T.

Manager . . . long experience . . . qualified . . . to direct or assist . . . reliable . . . efficient. Box 422C, B•T.

Manager—building a new station? Make sure you have an experienced mature manager who assures success and saves thousands from the start. Box 423C, B•T.

Successful manager—many years thoro experience. Mature, hard worker, strong sales push. Efficient operation. Small or medium market. Prefer southern states. Box 424C, B•T.

Salesmen

Aggressive young college graduate desires return to radio-television sales. Three years experience. Will relocate. Box 400C, B•T.

Interested in joining progressive station in sales or managerial capacity. Position must have good financial potential. Tired of present network position which suppresses initiative. Box 405C, B•T.

RADIO

Situations Wanted—(Cont'd)

Experienced DJ-announcer. Young, talented, college, car, third ticket, married. Stable, looking for spot with progressive station. Box 269C, B•T.

Announcer—tops in news—sports-special events—commercials. Excellent background—experienced—can secure and hold listeners. Box 317C, B•T.

Top sportscaster, 8½ years experience in sports-conscious cities like Peoria, Omaha, and Houston, 1300 play-by-play broadcasts, baseball, football, basketball, boxing. Two seasons announcing Texas League games. Desires connection with station carrying solid schedule of baseball, football, basketball. 32, family man, top references. Available September fifteenth. Box 322C, B•T.

Announcer - journalist - program director — nine years radio, four as journalist. Can sell. Top references. Conscientious, stable. Veteran-family. Desire permanency. Northeast preferred, but will travel. Interview within 200 miles of Pittsburgh. Box 372C, B•T.

Announcer with six years experience in many phases of broadcasting, new at announcing, recent school graduate, 3rd phone, smooth delivery, available in September. Box 382C, B•T.

Age 22, married with 1 child, deep mature voice. Now employed at 5kw network station in northwest. Excellent DJ-announcer. Prefer northwest but consider other. Partly handicapped. Operate any board, have permit. Let me build your main audience. Box 383C, B•T.

Employed, mature announcer wishes move up to progressive outlet. Veteran. Available immediately. Box 384C, B•T.

Announcer. Mature voice. First phone, 5 years experience, emphasis announcing. Box 394C, B•T.

Personable disc jockey, staff announcer, 13 months experience, single, travel. Box 398C, B•T.

First phone—4 years experience, married, veteran. Michigan (Detroit area) desired. Permanent. News or sports. Box 399C, B•T.

Sportscaster, 5 years, employed. Basketball, football, baseball. Desire permanency. College grad, 29, married. Box 402C, B•T.

High-calibre announcer. Radio-television-newspaper background. Strong news, sports, commercials. Box 403C, B•T.

Young lady, colored, recent radio school graduate. Good voice, ambitious, dependable. Want a DJ show. Will prove this is not a man's world. Resume, tape. Box 408C, B•T.

Jerry Baxter is back, sir. Commercial specialty, news, DJ, tape on request. Box 409C, B•T.

Experienced metropolitan DJ announcer. Desires radio or tv on east coast. Box 414C, B•T.

Experienced announcer desires position with small congenial station in east. Box 415C, B•T.

Experienced Negro DJ, announcer. References. Third phone. Will travel, tape, resume on request. Box 416C, B•T.

Station staff—veteran, 24, married-dependable. Potential-smooth friendly delivery for DJ—also news, sports, light experience. Tape, references. Box 417C, B•T.

Excellent news, strong DJ and commercials—hardworking, responsible—available immediately. Box 418C, B•T.

Announcer and control board. 1 year indie. 2 years network. All phases; base plus talent only. Audition disc available. Married. Box 420C, B•T.

Announcer, excellent news, good DJ, sells commercials, tape and resume. Box 425C, B•T.

Announcer—DJ. College graduate, majored in radio. 18 months experience, presently employed, desires permanent position. Veteran, 24, single, will travel. Tape, resume on request. Box 426C, B•T.

Radio-tv announcer-director. Five years experience. College degree. Prefer east, midwest, south. Available now. Write Box 428C, B•T.

News, sports, accent DJ. Veteran, degree, presently employed. Picture, tape on request. Box 429C, B•T.

Top-notch announcer, family man interested in locating job-secure future. Box 433C, B•T.

Experienced DJ, newscaster. Strong on news and commercials. Solid all-round man. Operates own board. Will travel. Vet. Married. Salary $70. Ralph DeSantis, 216-34 117 Road, Cambria Heights, N. Y.

RADIO

Situations Wanted—(Cont'd)

Announcer, salesman. Married, 34, veteran. Good commercials, news, disc shows. Restricted ticket. Will travel anywhere. Tape, photo, resume. Roger Earp, 17 Anchorage, Glenview, Illinois. Glenview 4-2651.

Top DJ . . . staff announcer. Former AFRS traffic manager. SRT graduate. Limited civilian experience. Married, 25. Steve Hodges, 4849 N. Mulligan Avenue, Chicago, Illinois.

Announcer, salesman, copywriter. Married, 25. Veteran. Strong on commercials, news, disc shows. Restricted ticket. Tape, photo, resume on request. Will travel anywhere. Mature, work well with people. Charles Kollias, 2458 S. Harding Ave., Chicago 23, Illinois. Phone number, Lawndale 1-7126.

Experienced announcer who can gather and write local news wants permanent Michigan location. Available for personal interview. Nick Lauri, WPFB, Middletown, Ohio.

Announcer, personable, strong on music, news, commercials. Restricted ticket. Tape, photo, resume on request. Will travel. George Mann, 3520 N. Ashland Ave., Chicago. Belmont 5-7384.

Sports-staff announcer, five years play-by-play experience. Looking for good opportunity in fall season. Presently employed. Tape, resume, on request. Mike Wynn, Box 701, Logan, West Virginia.

One man radio and tv show: Network quality. Nationally known country-western recording artist with ten years experience in radio and five in television daily shows, singing with guitar, disc jockey, tv children shows. Elaborate wardrobe and library. Sober, dependable. References. P. O. Box # 35—Nashville, Tenn.

Technical

1st phone, 3 years, experience in N. Y. State and N. Y. C. Available Sept. 1st. Box 337C, B•T.

Graduate engineer-announcer, plenty of experience. Box 375C, B•T.

Engineer, experienced, first phone, ham ticket, no announcing, southeast preferred. Box 401C, B•T.

Engineer—first phone. Experienced am-fm. Desires transmitter or studio work. Was chief engineer and installed one of largest fm stations in midwest. Good references. Box 412C, B•T.

1st phone — no experience — vet — 32 — radio-tv grad — can travel. Peter Cap, 233 Cook Ave., Yonkers, N. Y.

Dependable, first phone operator-announcer—7 years experience—1½ year tv. Excellent references, desire permanent position—available immediately—right offer. Dan Marue, 409 Franklin Street, Springfield, Mass. RE 2-9798.

Programming-Production, Others

Experienced program director-announcer, looking for: Opportunity, larger market, free reign in programming, complete management cooperation. All replies answered. Box 334C, B•T.

Looking for a new spot in radio and tv. Combo. Affiliate or independent. Will send pictures and tape. 4½ years experience, 1st phone. Married. California. Box 380C, B•T.

TELEVISION

Help Wanted

Managerial

Television commercial manager wanted in time for fall program planning, outstanding eastern outlet in active, growing market, full resume, photo, first letter. Box 348C, B•T.

Announcer

Wanted: Staff and news announcer for established vhf operation. 100 kw, NBC-TV affiliate. Consider radio announcer seeking tv opportunity. No telephone calls. Send audition tape or disc, recent photo, full details. KCEN-TV, Temple, Texas.

Technical

Growing V has new openings for tv trainees or experienced engineers. Box 821C, B•T.

Experienced, capable maintenance engineer qualified in all phases of high power vhf operation. Contact Chief Engineer, WJBF, Augusta, Ga.

Maintenance engineers familiar with DuMont equipment. Apply in writing, P. O. Box 4218, Centenary Station, Shreveport, La.

Programming-Production, Others

Newsman with radio, tv experience, able to shoot film, write, appear on air. Long established 6-man news staff in busy midwest market. Broad general background preferred. Box 318C, B•T.

Midwestern television station, requires experienced traffic manager. Apply Box 336C, B•T.

Tv continuity writer needed at once. High power vhf with greatest coverage in state. Excellent opportunity to become part of fast growing tv operation. Need person with solid selling copy ideas. Box 388C, B•T.

Tv floor director-director needed at once by high power vhf with greatest coverage in state. Need man with ideas and ability to work floor and do associated floor duties. Will use this man as director so director experience essential. Opportunity to grow with advancing station. Box 389C, B•T.

Tv copywriter for midwestern medium-market radio-tv operation. Box 396C, B•T.

SITUATIONS WANTED

Managerial

Experience counts, available immediately, experienced general manager and general sales manager. In television industry 7 years and has managed major market stations. Know thoroughly all phases of the business. For past 2½ years has been engaged for the purpose of planning and hiring and training of all personnel, up to putting station on the air. Had complete charge of design and layout 3 uhf and vhf television stations. Now interested in getting located permanently in active market as general manager or general sales manager. Box 413C, B•T.

Salesmen

Salesman, masters degree radio-television, 2 years experience tv and tv-film production, desires to sell tv films. Box 373C, B•T.

STATION MANAGER

THAT'S WHAT YOU CAN EARN AS MANAGER OF OUR TOP RATED SPECIALIZED RADIO STATION LOCATED IN ONE OF THE SOUTH'S LARGEST CITIES

$10,000 to $18,000

Starting base is $10,000 plus a percentage and bonus which can earn you a realistic $18,000. Station currently operating in black but terrific potential not realized. Format beamed principally at large Negro population. Ratings and personalities are excellent. We want a manager who can handle and develop hard hitting, aggressive sales staff. Position is open now. Write giving full history. Application treated in confidence.

Box 300C, B•T.

P. S.: We can also use a good salesman at $6,000 to start.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Announcer, presently employed with almost two years radio experience. Single, vet, 25. Newscommercials-JD—man on the street. Desire opportunity in tv. Capable-confident-sincere. Box 427C, B•T.

Capable radio announcer seeks position in television. Starting salary secondary to television opportunity. Available immediately. References. Thomas Loyd, 5600 Montgomery Road, Cincinnati, Ohio.

Programming-Production, Others

Television-radio newsman. On camera announcer. Gather local news. Play-by-play sports. Now with television station. 2 years television, 3 years radio experience. University graduate. 25. Single. Box 374C, B•T.

Versatile, 3 years medium market producer-director, film director. All phases tv production. Desire similar capacity with sound progressive operation. Single, 30, have MS. Available reasonable notice. Prefer east but consider any offer. Box 385C, B•T.

Young man, 21, excellent background. Several years experience in all phases motion pictures, desires position as film cameraman, cutter, etc. Will relocate anywhere. Box 395C, B•T.

College graduate, speech, dramatics, wants to learn tv directing, production. Experienced all phases of stage, qualified announcer. 26, single, references. East preferred, consider elsewhere. Box 397C, B•T.

Seven days free offer. Workshop graduate. Experience; control-room operations, films cameraman, floor positions. Previous experience; telephone communications, lighting photography. Can utilize G.I. on the job training. Available immediately. Box 410C, B•T.

Experienced cameraman—all studio operations. Desires production opportunity—cameraman. Best references. Box 419C, B•T.

Four years in television. All phases local and network production—cameraman to director. Married. College graduate. Excellent references. Sherwin Sharan, 44-65 Kissena Blvd, Flushing, N. Y. FL 3-1275.

FOR SALE

Stations

Mississippi local $38,000; Tennessee daytimers 60-70 thousand; Texas single station market $25,-000. Terms. Paul H. Chapman, 84 Peachtree, Atlanta.

Major southern city, local station. Business volume poor, market excellent. $100,000. Cash requirement, $15,000. Paul H. Chapman, 84 Peachtree, Atlanta.

Exclusive listings. Radio stations. Arkansas, Texas, Oklahoma, Missouri, Kansas, as available. Ralph Erwin. Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Am and vhf, New England area, a good buy. Contact Edd Harris, Ware, Mass. Phone Ware 431-M.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

FOR SALE—(Cont'd)

Equipment

Two RCA TK20 film cameras MI-26020 (modified preamplified and edge light per RCA), 2 camera pedestals MI-26050, 2 camera controls MI-26075, 1 multiplexer MI-26318, 1 RCA TS-1A switcher, 1TA-10A mixer amplifier and 1 type 715-B oscilloscope; 8 Allen & Olsen four lamp and 9 eight lamp instant start slimline fluorescent fixtures with external ballasts; 2 Kliegl TV464CRG slimline fixture on roller caster. All the above in good condition. Full details on request. Charles Jeffers, WOAI-TV San Antonio, Texas.

General communications consolette, 8-channel with 3 pre-amps—program and monitor-plug in amps—and 6 remotes. Small and compact. Less than two years old. Ideal for small station or tv control. Contact WPEO, Peoria, Illinois.

RCA Houston Fearless studio camera dolly type TD10A. Rubber tired wheels. Cable guard on each wheel. No friction head included. Original price $2,800. Reconditioned within last 6 months. WTMJ-TV Milwaukee, Wisconsin.

Used W.E. high efficiency 405-B-1 5 kw transmitter in excellent condition with spares. W. O'rr Cozzens, Intermountain Network, 146 South Main St., Salt Lake City 1, Utah.

WANTED TO BUY

Stations

All or control of radio station in 12,000—30,000 southern town, Florida preferred. Or will pool finances with successful manager or operator to buy station or CP. Answer confidential. References exchanged. Box 378C, B•T.

Want to lease profitable radio operation. All locations considered. Box 406C, B•T.

Interested in purchase profitable operation or promising CP, with minimum cash requirement. Box 407C, B•T.

Financially qualified, experienced and successful station owners want to buy for cash or terms—am station in one or two station market in Pennsylvania or New Jersey. No brokers, all replies confidential. Box 430C, B•T.

Have up to $35,000 for down-payment on station in midwest, northwest, southwest. Experienced. References. Direct or broker. Write in confidence. J. D. Hill, 4531 North Woodruff, Milwaukee 11, Wisconsin.

Attention station owners. I have clients waiting for metropolitan stations, cities over 200,000. Current billings not important. Texas, Oklahoma, Arkansas, Missouri, Kansas. Ralph Erwin, Licensed broker. Box 811, Tulsa, Oklahoma.

Equipment, Etc.

Urgently need one complete 900 mc studio transmitter link complete with antennas. Prefer good used equipment. Box 321C, B•T.

Wanted: Used Magnecorder complete or mechanism. Box 397C, B•T.

INSTRUCTION

Get your FCC first phone license quickly. Intensive, personalized instruction by correspondence or in residence—Washington, D. C., or Hollywood, Calif. For details, write Dept. 1-M, Grantham School, 737 11th Street N. W., Washington, D. C., or 5910 Sunset Blvd., Hollywood 28, Calif.

INSTRUCTION

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

Starting FCC 1st phone license groups. Days, evenings—6—10 weeks. Intensive, qualified coaching. Avery-Elkins, 1733 Broadway, New York City.

RADIO

Help Wanted

Salesmen

SALESMAN

Experienced radio salesman wanted immediately with top references. Good paying situation. Send full details to

Dave Button
Manager
Radio Station KSVP
Artesia, N. M.

Announcers

WANTED

Capable announcer for daytime independent. Salary, hours good. Southeasterner preferred. Contact Doyle Satterthwaite, Program Director, WKBC, North Wilkesboro, North Carolina.

Situations Wanted

Managerial

Attention West Coast!

20-year veteran midwest Radio-TV Manager yearns to return to the West. There to apply know-how in sales, programming, production, film-buying etc. in medium market. 44, well-known broadcaster and TV executive. 12 years with present station. What have you?

Box 301C, B•T.

Announcer

TOP SPORTSCASTERS AVAILABLE SEPTEMBER 1st

Sports Director, 5 kw AM-TV in Southern capitol. 8 years play-by-play includes minor league baseball past 6 seasons at present station, along with major college football, basketball, boxing (major Bowl and NCAA tournaments). Current top-rated sports shows on radio/TV. On-air tapes of all events available. Finest references. Accept sound Sports Director's position or individual play-by-play assignments.

Box 376C, B•T

RADIO SALES SICK?

I CAN SELL YOUR TIME!

. . . and show your staff how, or set up staff. Large or small market. I come high, but I earn it. Require comfortable living income at start on substantial percentage. 15 years radio and tv. 11 years 1 station. High integrity and performance record. Now located in Florida. TV inquiries also invited. May invest capital eventually. Box 390C, B•T.

TELEVISION

Help Wanted

Programming-Production, Others

HELP WANTED

Good Art Director and design man for leading southern VHF station wanted immediately. Excellent opportunity for man with creative ideas and ability to implement them. Write, wire or call Program Director, TV Station WABT, Birmingham, Alabama.

Situations Wanted

Programming-Production, Others

SITUATION WANTED

Responsible young married man with progressive ideas and thorough knowledge of radio and television writing, production, and management desires position as television director of floor manager in small or new operation. Willing to double up on jobs. Master's degree in telecommunications from University of Southern California. Veteran. Currently with West Coast network. Available August 15.

Box 386C, B•T

SPORTS DIRECTOR

Available for good television and/or radio sports job. Currently doing top Pulse sponsored television and radio sport shows, but want challenge from more sports-minded station. 12 years experience in sports and special events. Authoritative, friendly on-camera personality who can double in other-than-sports television shows. Excellent play-by-play all sports. May I show you what I can do. Answer all inquiries promptly.

Box 391C, B•T

FOR SALE

Equipment

FOR SALE!
TELEVISION
STUDIO EQUIPMENT

Purchased new by us and never in broadcast use. Will make attractive proposition on entire lot:

		COST:
1	G-E Film Camera Channel, Type PE-5-A	$11,500.00
1	G-E Studio Camera Channel, Type 4 PE 7 B 1	15,800.00
1	G-P-L 16 mm Projector	4,700.00
1	G-E Synchronizing Generator	3,150.00
1	G-E Calibration Monitor Console incl. TM-8-A Monitor	2,890.00
1	G-E Program Switching Panel, TC-21-A	1,590.00
1	G-E Electronic Video Mixer, TV-19-A	1,610.00
2	G-E Power Supplies, TP-12-A, @ $850.00	1,700.00
1	G-E Slide Projector, PF-3-C	2,750.00
5	G-E Cabinet Racks, PR-1-A, @ $195.00	975.00
1	Dumitter	550.00
1	Oricon Pro Camera, complete with all accessories incl. Lens Turret, Tripod and Case—(Never Used)	2,500.00
		$49,715.00

Contact:
Walt Berger
Station KXOA
Sacramento 15, Calif.
Phone WAbash 5-2717

(Continued from page 100)

license to change name of licensee from Michigan State College to State Board of Agriculture.

August 2 Decisions

BROADCAST ACTIONS
By the Broadcast Bureau

Actions of July 29

WTVY (TV) Dothan, Ala.—Granted mod. of cp to change corporate name to WTVY Inc.

WHP-FM Harrisburg, Pa.—Granted license for new fm station.

KHFM (FM) Albuquerque, N. M.—Granted license for new fm station.

WTRX-FM Bellaire, Ohio.—Granted license covering changes in fm station.

WROV-FM Roanoke, Va.—Granted STA for waiver of rules to permit station to remain silent until 10/31/55.

Following were granted extension of completion dates as indicated:

WTIQ (TV) Munford, Ala. to 2-23-56; WIRI (TV) North Pole, N. Y., to 2-26-56; KID-TV Idaho Falls, Idaho, to 2-25-56; KPRC-TV Houston, Texas, to 2-10-56; WKOW-TV Madison, Wis. to 2-17-56; WCMB-TV Harrisburg, Pa., to 2-23-56; WNOP-TV Newport, Ky. to 1-16-56; WFRV-TV Green Bay, Wis. to 2-23-56; KBMT (TV) Beaumont, Texas, to 2-25-56.

Actions of July 28

WSSB Durham, N. C.—Granted license covering installation of new trans.

WEMR Emporium, Pa.—Granted authority to operate station by remote control.

Actions of July 27

WHIS-TV Bluefield, W. Va.—Granted STA to operate commercially on ch. 6 for period ending Feb. 1, 1956.

WGH-FM Newport News, Va.—Granted STA for waiver of rules to permit station to remain silent for period ending Dec. 13.

Following were granted mod. of cp's for extension of completion dates as shown: WBOP Pensacola, Fla., to 2-21-56; WPNX Phenix City, Ala.-Columbus, Ga. to 10-9-55; WTHI-TV Terre Haute, Ind. to 2-12-56.

Actions of July 26

WHLP Centerville, Tenn.—Granted mod. of cp to change ant., trans. and studio location.

WCMI-FM Ashland, Ky.—Granted authority to operate trans. by remote control.

WGHF New York, N. Y.—Granted authority to operate trans. by remote control.

Following stations were granted extension of completion dates as shown: WGMS Bethesda, Md. to 9-15-55; WGTO Haines City Fla., to 9-15-55; WDSM Superior, Wis. to 10-28-55; WELI-TV New Haven, Conn., to 1-16-56; WCTV (TV) Thomasville, Ga., to 1-16-56; WTWV (TV) Tupelo, Miss., to 2-8-56; WBID-TV Detroit, Mich. to 1-16-56.

FOR SALE—(Cont'd)

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSE
IN 5 to 6 WEEKS

***THE* ORIGINAL INTENSIVE**
'DOOR OPENING COURSE'
RADIO-TELEVISION
OUR INTEGRITY PROVEN

Check the school that others try to copy.

WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California

BE TAUGHT—NOT TOLD
UNDERSTAND—NOT MEMORIZE
Over 1600 successful students in NINE years

Actions of July 25

WCRV Washington, N. J.—Granted mod. of cp to specify studio location; operate trans. by remote control and make changes in ant.

WOAY Oak Hill, W. Va.—Granted mod. of cp to make ant. changes.

Following were granted authority to operate trans. by remote control: KOER Pendleton, Ore.; WDAR Savannah, Ga.; KDMS El Dorado, Ark.

Following were granted mod. of cp's for extension of completion dates as indicated: WTVH-TV Peoria, Ill. to 2-23-56; KRCG (TV) Jefferson City, Mo. to 2-19-56; WGLV (TV) Easton, Pa., to 2-23-56; WKBN-TV Youngstown, Ohio, 2-21-56; WARM-TV Scranton, Pa., to 2-11-56; WNLC-TV New London, Conn. to 1-16-56; WGBI-TV Scranton, Pa. to 2-11-56.

Action of July 22

KRNT-TV Des Moines, Iowa—Granted STA to operate commercially on ch. 8 for period ending Jan. 15, 1956.

Action of July 21

WILL-TV Urbana Ill.—Granted STA Operate on ch. 12 for period ending Aug. 10.

August 2 Applications

Accepted for Filing

Modification of Cp

KRWC Forest Grove, Ore.—Seeks mod. of cp (as mod. which authorized increase in power) for extension of completion date.

Remote Control

WIAM Williamston, N. C.

Renewal of License

WATZ Alpena, Mich.; WPAG Ann Arbor, Mich.; WATT Cadillac, Mich.; WATC Gaylord, Mich.; WLAV Grand Rapids, Mich.; WJPD Ishpeming, Mich.; WKMI Kalamazoo, Mich.; WMBN Petoskey, Mich.; WAKR Akron; WOHO Toledo.

August 3 Applications

ACCEPTED FOR FILING

License to Cover Cp

WLCO Eustis, La.—Seeks license to cover cp which authorized new standard station.

WQIK Jacksonville, Fla.—Seeks license to cover cp which authorized new standard station.

KRLC Lewiston, Idaho—Seeks license to cover cp which authorized increase in nighttime power and make DA changes.

KCHR Charleston, Mo.—Seeks license to cover cp which authorized increased power.

WWRL New York, N. Y.—Seeks license to cover cp which authorized installation of alternate main trans. (at present location of main trans.) to be operated on 1600 kc, 5 kw unl. with DA-1.

WPFD Darlington, S. C.—Seeks license to cover cp which authorized new standard station.

KTHE Thermopolis, Wyo.—Seeks license to cover cp which authorized new standard station.

WXYZ-FM Detroit, Mich.—Seeks license to cover cp which authorized changes in licensed station.

WGR-TV Buffalo, N. Y.—Seeks license to cover cp which authorized new tv station.

Renewal of License

WHBC Canton, Ohio; WTVB-FM Coldwater, Mich.; WSTR-FM Sturgis, Mich.; WIMA-FM Lima, Ohio; WCLT-FM Newark, Ohio; WKBN-FM Youngstown, Ohio; WGVE (FM) Gary, Ind.; WDTR (FM) Detroit, Mich.; WLWT-TV Cincinnati, Ohio; WNBK (TV) Cleveland, Ohio; WLWC (TV) Columbus, Ohio; WLWD (TV) Dayton, Ohio; WSPD-TV Toledo, Ohio.

Modification of Cp

WSYD Mount Airy, N. C.—Seeks mod. of cp (as mod. which authorized increased power, change hours of operation, change trans. location and make changes in ant.) for extension of completion date.

WBLK Clarksburg, W. Va.—Seeks mod. of cp (as mod. which authorized mounting tv ant. on top of am tower) for extension of completion date.

UPCOMING

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.

Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.

Aug. 20-21: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

Aug. 22: Fall Radio Adv. Bureau Sales Clinics start [see schedule in TRADE ASSNS.].

Aug. 24-26: West Coast Electronics Manufacturers Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.

SEPTEMBER

Sept. 2-4: National Agricultural Tv Clinic, U. of Missouri.

Sept. 2-4: West Virginia Broadcasters Assn., White Sulphur Springs, W. Va.

editorials

Do Nothing Session

JOT down the first session of the 84th as the "do nothing" Congress where broadcasting is concerned. Not even two "sure things"—the amendment of Section 309 (c) which gives an automatic hearing to an economic objector and which resulted in legalized black-mail, or the salary increases for FCC commissioners and top echelon staff—got through before the final gavel last Tuesday.

Broadcasters, having responsibilities transcending those of any other communications media (and presumably influence to match), were given shoddy treatment by the nation's lawmakers. The Senate Commerce Committee, which handles such legislation, saw to it that dozens of bills dealing with shipping, aviation, railroads, buses and other modes of communications and transportation, got through. But broadcasting? Lots of lip-service, dozens of bills introduced, but nothing of consequence enacted by the Senate.

Who killed the 309 (c) amendment is probably of no greater importance than who killed cock robin, now that the session is ended. It is worthy of note, however, that the combined efforts of many broadcasters and of the FCC couldn't cope with the objections of a few dissidents who, for reasons of their own, did not want the FCC to have the discretion in determining whether or not hearings should be held on grounds of economic injury, however insubstantial or remote the cause might be.

It is our notion that if Congress doesn't want to give the FCC the authority to determine when evidentiary hearings should or should not be held, it might as well abolish the Commission, give the licensing responsibility to a single low-salaried administrator, and let the courts decide who gets what. As things stand now, the U. S. Court of Appeals has assumed that jurisdiction under 309 (c) by sending practically every case appealed on the economic issue flying back to the FCC for full evidentiary hearings.

. . . The Ghost Should Have Walked

This month the FCC is on "vacation," which means that during August no regular Commission meetings are scheduled, although the staff will "process" as usual. But a survey of FCC members indicates that with one exception (Chairman McConnaughey) the commissioners do not know what they're going to do.

Chairman McConnaughey is in Europe on semi-official business planned months ago. The others have no definite plans, perhaps because they can't afford a vacation. A month before the session ended Congress received from the White House an executive pay-raise bill which would have boosted FCC pay from $15,000 to $20,000 per year. The bill failed to get through the Senate in the race for adjournment. The administration is blamed for not getting the schedules to Congress months earlier.

Congressional salaries were increased this year to $22,500 amid anguished wails that a legislator couldn't live for less. Commissioners and key staff members have to live too. The government has found it increasingly tough to attract and retain competent officials. Many of those it has retained have hung on in anticipation of increases.

This unconscionable attitude, plus the dereliction on Section 309 (c) plus the failure to get off the ground on the so-called television investigation add up to a big goose-egg for broadcasting at the first session of the 84th.

The Other Side of the Street

IT IS altogether admirable that an FCC commissioner should make a special trip to New York, as did FCC Comr. Robert E. Lee, to learn something about the advertising side of broadcasting.

As he explains in the exclusive interview in this issue (page 35), Mr. Lee is now familiar with some of the rudiments of timebuying. He now has a broader understanding of the business which he helps to regulate than he had before his trip.

As we say, it is admirable that Mr. Lee, as an individual commissioner, should take it upon himself to expand his knowledge of radio-tv. It is also regrettable that his trip was necessary. The journey clearly illustrated how wide is the gap of understanding between the government agency which regulates broadcasting and the people who provide its financial support. We venture that some other commissioners would find it possible to learn something from similar contact with buyers of time.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Get some black coffee quick . . . she gives a talk on cooking with rum in five minutes!"

Mr. Lee is not stupid. He has served on the FCC almost two years, in the course of which much regulatory history has been made. That an intelligent man could emerge from such an experience and still be unaware of the principles of broadcast advertising is an indictment of Commission operations. In all the proceedings which have come before the Commission during Mr. Lee's tenure there was none to provide him with an insight into that most fundamental element of the radio-tv business—advertising.

It would be silly, of course, to advocate that the FCC call in a panel of advertiser or agency representatives to help out with its decisions. It is equally silly to think that the Commission can regulate with wisdom if it does not have at least a general understanding of what the business is all about.

To be sure, the FCC has no right or authority to regulate the rates or other business practices of broadcasting, and it should never be given such jurisdiction. But the FCC would be able to work better within its proper regulatory function if it had more knowledge of all features of radio and tv. We suggest it would be wise for all commissioners to seek informal exchanges of information with executives in the agency-advertiser field.

Jimmy Isn't Harping Any More

FOR months now, not one peep from Petrillo. He hasn't berated a single broadcaster for blighting the lives of his bandsmen. No newspaper cartoons, either, depicting him as the czar of the musical realm blasting a sour note on his trusty trumpet.

The summer doldrums do not cause us to return the name of James Caesar to these columns, after an inordinately long absence. Maybe we're restive, and feel we should beat him to the punch.

While broadcasters haven't been hearing from Jimmy, the public has. Tune in almost any time and, if you're listening to a network band pickup, it's even money you'll hear a sign-off credit running something like: "This musical program came to you through the courtesy of the American Federation of Musicians, James C. Petrillo, president."

Which causes us to wonder why the credit line? Musicians are well paid—something like $242 per week for a 25-hour week. (That leaves them time for other pursuits.) And under contracts signed last year, the musicians get an automatic 10% pay boost on Feb. 1, 1957.

Our point is that the networks have created bad precedent in giving the AFL (and President Petrillo, himself, in person) such recognition. What do Jimmy's well-paid musicians have that other union minions do not? Isn't there danger of chain-reaction? We shudder to think what might happen if all the unions (and their heads) working in the broadcast field, asked for similar credits.

Neither Mr. Petrillo nor his AFM is performing for broadcasting as a "courtesy." They are getting darn well-paid for minimum work. They never had it so good.

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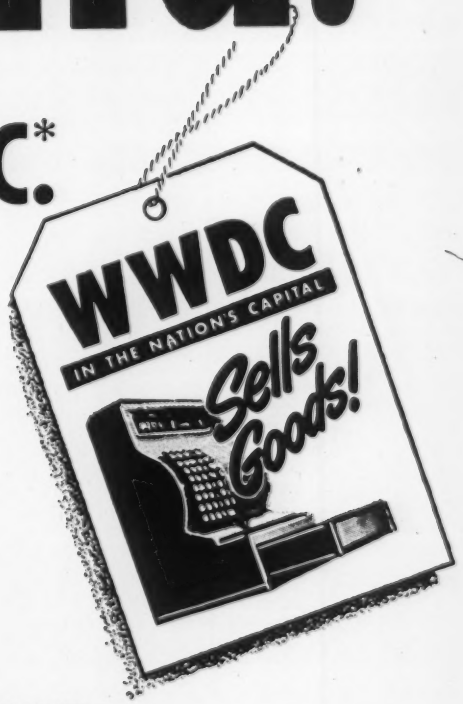

*Complete Pulse: In-home Jan.-Feb. 1955; Out-of-home Jan. 1955 - 6:00 AM to 6:00 PM